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# *The Roses of New Castle*

1927



*Columbia  
and  
Climbing  
Columbia*

**HELLER BROS. COMPANY**  
NEW CASTLE, INDIANA, U.S.A.



# \*Columbia--A Gem Among Roses

## The Greatest Garden Bush Rose Now Known!

ILLUSTRATED in color on front cover

As glorious as American Beauty. A Hybrid Tea of wonderful blooming qualities, as free as any Tea Rose; blooms all the time. Almost thornless. Throws out strong, heavy shoots four feet and more in length, each producing a magnificent bloom, often measuring six inches across. Color a deep peach pink, deepening into a glowing pink, a perfect color. The fragrance is beyond description, sweeter than American Beauty. After a thorough trial we heartily recommend it as a great outdoor Rose without a peer. Hardy with light protection even in extremely cold sections. Strong grower with tremendous root action—the secret of its great vigor and blooming capacity. One of the most exquisite Roses for cutting we have ever seen; produces handsome buds on long, stiff stems well above the foliage. Foliage dark green, not affected with disease or troubled with insects.



Columbia

*"Columbia is a most glorious rose. It produced seven blooms and is still blooming. They are simply gorgeous."—Mrs. Tom Fraziere, Paris, Illinois.*

PRICE: Strong, first size pot plants, 30c each, 4 for \$1.00, postpaid; two-year-old pot plants, \$1.00 each, \$10.00 per dozen by express; prepaid by parcel post, \$1.15 each. Star or specimen pot plants, \$1.25 each, by express; prepaid by parcel post, \$1.50 each. Plants on own roots.

## \*Climbing Columbia

### New Climbing Rose—Hardy, Everblooming

From the introducers we have purchased this remarkable rose. Identical with the great "Columbia," having all the parent's desirable features—health, vigor and beauty—and in addition it is a wonderful climber, growing ten to fifteen feet in a single season. Blooming, as it does continuously, bearing blooms of immense size, often measuring six inches in diameter, this at once becomes the greatest of all pink, hardy, everblooming, climbing roses. Color is the same as "Columbia," glowing pink; fra-

grance delicious. A most remarkable rose and scarce.

PRICE: Strong, first size pot plants, 35c each, 3 for \$1.00, postpaid; two-year-old pot plants, \$1.25 each, \$12.00 per dozen by express; by prepaid parcel post, \$1.40 each. Star or specimen pot grown plants, \$1.50 each by express; by prepaid parcel post, \$1.75 each. All on own roots.

#### THE BEST CLIMBING ROSE IN EXISTENCE

*"Climbing Columbia is the best Climbing Rose in existence. The flowers are beautiful. My plant has a six-foot runner on it."—Maymie A. C. Hinkel, Sedalia, Mo.*

**SPECIAL OFFER S-2** One each, great Columbia Bush Rose and Climbing Columbia, strong, first size pot plants, prepaid by parcel post, 60c; extra heavy two-year-old pot plants, one each, \$2.15 by express; one each by parcel post, prepaid, \$2.50; immense star size pot plants, one each, \$2.50 by express; one each prepaid by parcel post, \$3.00. Pot grown and all on own roots.





*The experience of a lifetime  
in rose growing has produced  
the unequalled beauty of  
New Castle roses*



TO PRODUCE roses, as perfect as nature and science can grow them, has been the lifetime ambition of the owner of this business. Every new development originating either in our own establishment or elsewhere that has contributed to the advancement of rose culture has been adopted. Nowhere in America are New Castle roses surpassed in beauty, strength and in quality and quantity of blooms.

The modern and extensive growing equipment used in our greenhouses enables us to produce pot-grown roses on their own roots in sufficient quantities to supply all our customers. Because they are grown in large pots or crocks they can be shipped and planted any time in the year after heavy frosts are over. They grow just as luxuriously when set out from June to September as in April.

Plant "ROSES OF NEW CASTLE" in your garden this year and be rewarded with gorgeous, free-blooming fragrant roses. They will bring you joy and happiness that can be found in no other way. Their beauty and grace lend indescribable charm to every garden.



P. J. LYNCH, Owner

Our rose plants are expertly packed for shipping and sent anywhere in United States. When they are taken from the pots in which they have been growing, they are in full foliage. Their undisturbed roots are carefully wrapped. You receive them in perfect condition—just as if you were our next-door neighbor. Safe arrival is guaranteed. You run no risk whatever.

This book contains full instructions on the planting and care of these fine roses. In case you need further assistance, feel free to write us. We will be glad to advise you in any way we can.

HELLER BROS. CO., New Castle, Ind.



# The ROSES of NEW CASTLE

A vintage advertisement for 'The ROSES of NEW CASTLE'. The background is a light yellowish-green. A young girl, Jeannette Heller, is positioned in the upper right, wearing a white dress with a large white bow in her hair and holding a bouquet of small pink roses. Two large, detailed pink roses are the central focus, one in the upper left and one in the lower center. A single rose bud is visible between the girl and the upper-left rose. The text is arranged around these elements, with the title at the top, descriptive text on the left and right, and the company name and location at the bottom.

Absolutely  
the Best  
Bush Rose  
in the World

Jeannette  
Heller  
and her  
Rose

Introduced  
and  
For Sale  
Only By

HELLER BROS. COMPANY

Exclusive Growers of America's Best Roses

NEW CASTLE, INDIANA.



# Famous Jeannette Heller Rose

INTRODUCED AND FOR SALE BY HELLER BROTHERS COMPANY  
THE BEST, STRONGEST, HEALTHIEST, HARDIEST, BIGGEST SELLING  
AND MOST BEAUTIFUL BUSH ROSE IN THE WORLD

## Fifteen Good Reasons Why Jeannette Heller is the One Best Rose for American Gardens

(See the colored photographic reproduction on opposite page)

**Always in Bloom**—The prime requisite of any rose is to bloom abundantly. Jeannette Heller blooms literally all the time and the first year, no difference the size or price of the plant.

**Healthiest of All Roses**—Jeannette Heller has one most important point to a degree found in no other Rose and that is healthy growth. That is why it blooms so freely. It has wonderful health.

**Grows Luxuriantly Everywhere**—Jeannette Heller is not partial to any particular section of the country. It grows sturdily and beautifully everywhere. We have seen it still in bloom while covered with ice and sleet.

**Perfectly Hardy**—You, who live where the climate is rigorous and extremely cold, can have beautiful Roses just as perfect as if you were in a southern climate. It is absolutely hardy everywhere.

**Perfect Flowers**—The colored photographs of Jeannette Heller on opposite page fail to show the magnificence of its flowers, both in form and color. They are simply perfect.

**Superb in Color**—The color is indescribable, a beautiful blending of shell-pink in the center shading off to rosy blush and pale yellow; sometimes creamy yellow and pale white or pearl; then again almost pure pink; buds long and pointed and of immense size.

**Strongest Grower**—This is where the strong root-system and perfect foliage of Jeannette Heller makes it invaluable. Has the vigor of an oak.

**Insect-Proof**—No insect ever bothers it. It has massive leather-like foliage that affords no comfort or refuge for insects of any kind.

**Needs no Petting**—No matter what kind of soil you plant it in—It grows! All you need to do is to plant it—then cut flowers from it almost every day from early May until freezing weather.

**Grows Where Others Fail**—You may think your soil or situation is not suited to Rose growing. Set aside such misgivings and plant Jeannette. It will grow where weeds grow—in any soil or climate.

**Splendid in the North**—You folks in the extreme cold climate who wish for your own Roses can gratify that wish. Plant Jeannette Heller. It will grow to perfection no matter where you live.

**Superb in the West**—All through the Middle West and southwestern country, it is growing and blooming its way into the hearts of all who are fortunate enough to possess it.

**Grows like a Weed in the South**—Way down in tropical Jamaica we saw it—a bush of Jeannette Heller growing magnificently under the tropical sun, a plant five feet high and still wider across, covered with a perfect mass of gorgeous buds and flowers.

**Has Captured the East**—The effete East has yielded to its charms and has pronounced it the one best Rose in America for amateur planters.

**An American Rose**—This is an American Rose born in America. It wants a permanent home in every garden in America. From the day you plant it, you will become a Rose enthusiast the rest of your life. That is the reason why we want you to try at least a few plants of Jeannette Heller—the best Rose in the World. Read the following:

**"WOULD NOT GIVE JEANNETTE HELLER FOR TEN OTHER ROSES COMBINED!"**

*Last Spring I purchased a star size of Jeannette Heller rose from you and its growth this season has been wonderful. It has bloomed constantly ever since June and now has more than two dozen nice buds on it. This morning I cut three of the most beautiful roses I ever saw growing on a bush. I have ten different roses of the best I could purchase, but I want to say Jeannette Heller is in a class by itself. I would not give it for all the other ten combined!—M. M. Moser, Hamilton, Ohio.*

**PRICE**—Strong, first size plants, 30c each, 4 for \$1.00, \$2.50 per dozen, postpaid by mail. Extra large two-year old plants, with soil on roots, 90c each, \$10.00 per dozen, by express; \$1.05 each prepaid by parcel post. Star size, magnificent specimen plants (limited quantity), \$1.25 each, by express; prepaid by parcel post, \$1.50 each. **ON OWN ROOTS.**

**NOTE: Please Keep This Book for Reference. You Will Need It.**



**Wisconsin** "My Rose bushes are the nicest plants I have ever received for the money and they have grown fine. I certainly do appreciate the plants."—W. Ableman, Montfort, Wisconsin.  
**GOOD PLANTS APPRECIATED**

## Rare Creations in New Garden Roses

Our offerings in new Roses embrace exquisite varieties, marvelous in form, color and fragrance. It is impossible to find space to describe them properly. They mark the scientific advancement the world over in the realm of Roses. Of necessity our supply is limited, therefore order early. They are essentially garden Roses and will do well in any climate; hardy, free blooming and superb in their wondrous beauty. They are beautiful beyond description.

### Edel

**Hybrid Tea**—Bud very large, flower large double, well built, stately; opens well in all weather; sweet fragrance. Color white with faintest ivory shading toward base, passing to pure white. Foliage very bold and distinct. A very vigorous grower and constant bloomer. A wonderful new bush Rose.

### W. Freeland Kendrick

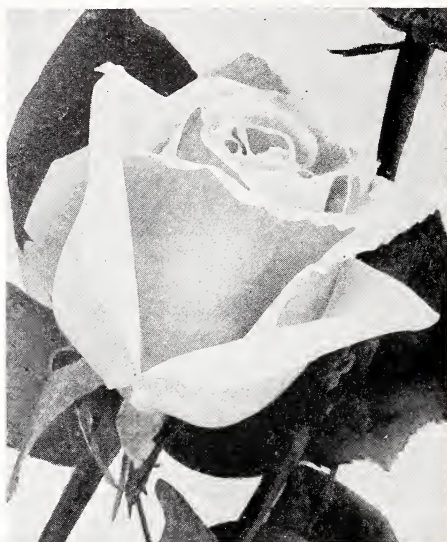
**Hybrid Tea**—Of the La France type. Buds medium size; flowers large globular, very double, full, lasting and fragrant; color flesh deepening to peach in center, borne singly and several together on medium length stems. Foliage abundant, dark bronzy green, very disease resistant. Very vigorous, semi-climber and a continuous bloomer. Very hardy. Has won numerous prizes.

### Miss C. E. Van Rossem

**Hybrid Tea**—From Holland and is a beautiful new bush Rose of most vigorous growth with well formed, deliciously fragrant, velvety-red flowers, borne in the utmost profusion throughout the entire growing season. Rare and scarce.

### Pink Hoosier Beauty

**Hybrid Tea**—This Rose came to us from A. Rasmussen one of the foremost Indiana growers and has every characteristic of Hoosier Beauty, that remarkable deep crimson Rose, but the color is a pure deep pink. There is no other Rose like it. The flowers are beautifully formed, full, deep and double; borne in profusion, constantly and the fragrance is delicious. In limited supply. A Rose we recommend most highly to our customers. Strong growing bush type.



New Rose—Pink Hoosier Beauty

### New Columbia

**Hybrid Tea**—Sent out by E. G. Hill. An offspring of the greatest of all garden bush Roses, Columbia. Color is a true pink deepening into a glowing pink, lighter than the parent, Columbia, with outer petals reflexed opening into a magnificent full flower of most gorgeous appearance. Some claim that it is identical with Silver Columbia but we are not prepared to say that it is, but it is at least a great addition worthy of a place in the list. Any Rose with the characteristics of Columbia, which we regard as the greatest of all pink garden Roses, is a good Rose and the more sports or offsprings we get from Columbia the richer will be the gardens of America. Columbia itself stands out without a peer as the best Rose for the amateur grower. This new variety is different but has all the remarkable characteristics of Columbia.

### Red Giant

**Hybrid Tea**—Another very fine new bush Rose of good strong growth, free of insects, because of that fact; bears its lovely carmine colored flowers constantly through the growing season. The color is new, attractive and different, it is well named. You will like this splendid new Rose.

### Red Columbia

**Hybrid Tea**—Has a remarkable record as a prize winner. Same as Columbia except the color is a brilliant scarlet crimson of exquisite shading; if anything it is a more constant and freer bloomer than Columbia a feature, that is difficult to imagine because Columbia itself, due to its wonderful root action and vigor of growth, is in bloom all the time. This offspring has all the characteristics that has made Columbia the most prized of all garden bush Roses. Very beautiful, strong growing and a sensational New American Rose.



New Rose—Red Columbia

Price of all Roses on this page: Strong first size pot grown plants 50c each; strong two year old pot grown plants, soil on roots \$1.50 each by express; prepaid by parcel post \$1.70 each.

**Oklahoma**  
Oklahoma.

"The Roses ordered from you are the finest plants I have ever bought. They were so nicely packed. I expect to give you all my orders."—Mrs. W. Duddardth, Stillwater, Oklahoma.  
**FINEST EVER**

## America

This new Indiana rose, a Hybrid Tea is the most beautiful garden rose of its color now known. Immense buds, long and pointed of great substance opening into an enormous double flower on sturdy long stems, almost thornless. Color a rose pink off peach blow shade; deliciously fragrant. Added to its great beauty America is a splendid, healthy grower with large, heavy green foliage, practically hardy everywhere and every shoot produces a flower. One of the great roses and well worthy of the name it bears. Until you know this rose you are really unacquainted with the beauty of the modern rose. Include America in your order. Ours is the genuine stock.

Price: first size plants, 35c each, 3 for \$1.00, postpaid; strong two-year-old plants with soil on roots, \$1.00 each by express; same plants prepaid by parcel post \$1.15 each. Still larger star size plants \$1.25 each by express with soil on roots; same plants prepaid by parcel post \$1.50 each.

## Lord Lambourne

**Pernetiana**—The sensation of the Rose world; of English origin just introduced. Color deep yellow, each petal heavily margined carmine-scarlet—startling and unique. Enormous flowers of great petalage glorious in their appearance. Foliage bright glossy green, mildew-proof. Strong growing bush form of freest flowering habit. The fragrance has a strong fruity flavor. In limited supply and will be sent out in rotation as the orders are received until the stock is exhausted. The most extraordinary Rose ever offered.

Price Strong Two-Year-Old Budded Plants, \$3.00 each by express; prepaid by parcel post \$3.25 each. (Ready March 15th, 1927.)

## Captain F. Bald

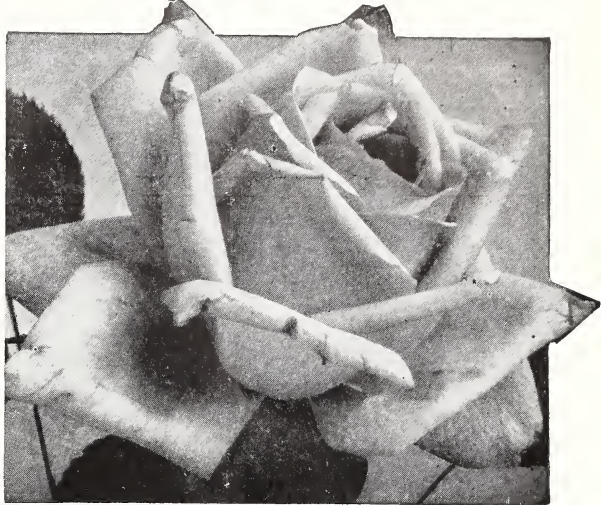
**Hybrid Tea**—Another fascinating new Rose of bush type. Strong, erect grower bearing in abundance gorgeous deep scarlet-crimson flowers, heavily flushed with blackish crimson. Rare and beautiful.

Price first size plants 50c each prepaid by parcel post; strong 2 year old plants \$1.50 each by express; prepaid by parcel post \$1.70 each.



New Rose—Captain F. Bald

## NEW ROSES—Continued



The Wonderful new Pink Bush Rose—"America"

## F. J. Grootendorst

**Hybrid Rugosa**—Belongs to a new variety of Roses. The foliage is that of the hardy old time Rugosa—leathery, wrinkled, dark green and perhaps the most hardy of all Roses but the flowers belong to the Polyantha family. Bud small and the medium sized, double flower is borne in clusters in marvelous profusion; very lasting, color bright red, edges of petals serrated like a carnation. Free from disease. A wonderfully strong grower of the bush type, bearing a profusion of flowers from June until October. Very hardy and very rare.

Price first size plants 50c each, prepaid by parcel post, strong 2 year old plants \$1.50 each by express; prepaid by parcel post \$1.70 each.

## Etoile de Holland

**Hybrid Tea**—This exquisite novelty, a bush Rose, comes to us from Holland. Color bright red, flower medium size, fairly full and deliciously perfumed. The growth is vigorous and upright. The breeding is particularly desirable, it being a cross between Gen. McArthur and Hadley. We believe it has a great future.

Price first size plants 50c each prepaid by parcel post; strong 2 year old plants \$1.50 each by express; prepaid by parcel post \$1.70 each.

## Rev. F. Page Roberts

**Hybrid Tea**—No Rose in recent years has impressed us more than has this variety. A splendid, vigorous growing bush rose, clean growing, carrying its superb, sweetly scented flowers erect on long stiff stems. It has a decided advantage over any Roses of similar color, largely because it is easy to get along with. As to the color it is difficult to describe, but we believe it is richer than Los Angeles, Wm. F. Dreer, Lady Hillingdon and Roses of that type—copper red going to golden yellow with the outside of petals a reddish tint—a most charming effect. Flowers very large and double with 40 to 50 petals, and highly fragrant. A truly magnificent Rose that is here to stay and the demand for it will not equal the supply for many years to come.

Price, first size plants 50c each prepaid by parcel post; strong 2 year old plants \$2.25 each by express; prepaid by parcel post, \$2.50 each.



**New York** "I have always found everything ordered from you just as advertised and I have a number of your Rose bushes. They are beautiful."—Mrs. Geo. Raymond Spohn, Herkimer, New York. **JUST AS ADVERTISED.**

## Premier—A Wonderful Garden Rose

The introduction of this great new hardy garden Rose along with Columbia, America, Amelia Gude, Hoosier Beauty and Madam Butterfly, marks an almost revolutionary step forward in Rose Culture. These varieties have taken the doubt out of successful Rose Culture. They are the result of a whole life time concentrated in the production of supreme garden roses. Most of our popular garden roses, in the last hundred years, have had their origin in Europe. These varieties like Premier, etc., American in their origin, are the super Garden Roses of today. Premier, in its color, deep rose pink — almost crimson—is the most magnificent Hybrid Tea rose in the world. Flowers are gorgeous in form, full, deep and double. Deliciously fragrant, produced continuously through the growing season, on long stiff stems, practically thornless. Growth healthy, strong, clean and free from insect diseases.

Strong first sized plants, 30c each, 4 for \$1.00, paid. Two-year-old plants, 85c each, with soil on roots by express; prepaid by parcel post, \$1.00 each. Star or specimen plants, \$1.25 each, with soil on roots, by express; prepaid by parcel post, \$1.50 each.

### New Baby Rambler "Ideal"

This wonderful new rose will eventually take the place of all the crimson Baby rambles now in cultivation. The color is an intense deep garnet crimson, absolutely a new color; the flowers are produced in large clusters of splendid substance and the plant itself is a great grower. It blooms continuously. We have never seen it out of bloom.

First size plants, 30c each, 4 for \$1.00, postpaid. Two-year-old plants only, 85c each by express, soil on roots, or by parcel post prepaid, \$1.00 each; star plants \$1.25 each, by express; prepaid by parcel post, \$1.50 each.

### Earl Haig

This splendid new Hybrid Tea bush rose comes to us from Ireland with the highest recommendations. Growth is strong and sturdy; flowers beautifully formed and highly fragrant, color dark crimson—a rare and beautiful shade.

Two-year-old plants only, \$1.25 each by express with soil on roots or \$1.40 each by parcel post prepaid.

*VIRGINIA "The Roses I received from you early in the spring are just trying themselves in blooming. I have never seen their equal."*  
—Mrs. G. Gordon-Browder, Norfolk, Virginia.

Great New  
Garden Rose,  
Premier



### Red Gauntlet

Originated by the great American rosarian, Mr. E. G. Hill from whom we purchased the entire stock. Belongs to the Hybrid Tea class and is a seedling of that great crimson rose, "Hoosier Beauty".

A fine grower, producing its beautifully formed crimson flowers in the greatest abundance. Delightfully fragrant. Stock as yet exceedingly limited and orders filled in rotation until the present supply is exhausted.


Medium sized two-year-old plants only, \$2.00 each by express with soil on roots or by parcel post prepaid for \$2.15 each.

### Courtney Page

This great new Hybrid Tea Rose is destined to take a high and permanent place among the standard Roses because of its fine habit of growth, freedom from insects of all kinds and especially because of its magnificent flowers which attract more attention from visitors than any other rose in our collection. Large, beautifully formed, full, double flowers of intense glowing crimson. A wonderfully impressive Rose.

Two-year-old plants only, \$1.25 each by express with soil on roots or by parcel post prepaid \$1.40 each.





NATIONAL  
EMBLEM

COLUMBIA

### ***\*National Emblem***

Ought to be in every home. The color is unsurpassed—a crimson, overlaid with deep velvety crimson shading to deeper vermilion edges; buds long and pointed, blooms full, deep and double. Gorgeous in their almost barbaric beauty; delicious fragrance. Always in bloom. Sturdy growth, new and rare.

### ***\*American Beauty***

The fame of Heller's American Beauty Roses is world wide. This magnificent Rose still reigns supreme. The rich glowing crimson flowers, shaded and veined, are immense in size. Very double. Borne on long stiff stems and the fragrance is that of old Damask Rose. Exquisite and unequalled. Generally hardy in all sections with winter protection.

### ***\*Columbia***

This magnificent pink Rose is illustrated on front cover and fully described on second page of this book.

**PRICE:** Above varieties, first size, 30c each, 4 for \$1.00, prepaid; strong 2-year plants, \$1.00 each, \$10.00 per dozen by express; \$1.15 each, prepaid by parcel post. Star size plants, \$1.25 each by express; \$1.50 each prepaid by parcel post.

CRIMSON  
AMERICAN  
BEAUTY



**Washington** "Jeannette Heller and Victor are four feet high. They are both covered with buds and have been blooming all summer."—Mrs. H. E. Tim, Yakima, Washington.

## \*Hoosier Beauty

*Illustrated in color on back cover.*

### The Most Beautiful Crimson Bush Rose in the World

This is the grandest and most beautiful Hybrid Tea Rose we have ever seen. Bred and born here in Indiana. No illustration, no description can give the faintest idea of the grandeur of this variety. It is exquisitely beautiful, wonderfully strong growing bushy form, producing its gorgeous flowers in the utmost profusion all the time—a single plant will give an abundance of magnificent blooms this year. And such flowers. Deep, double, immense in size, gloriously formed with a color seen in no other Rose, a superb velvety crimson. A splendid garden Rose. Order early. We have a magnificent stock in large supply here as yet, but the supply has never been equal to the ever increasing demand for this beautiful rose.



Great Velvety Crimson rose, "Hoosier Beauty"

## \*Silver Columbia

An off-spring of the Great "Columbia" with which it is identical. The magnificent flowers if anything, are borne in greater profusion. The fragrance is even sweeter than that found in American Beauty. Color a deep silvery pink, deepening towards the center. A remarkably strong grower, hardy and a great novelty.

## \*Victor

Originated by E. G. Hill. This great new Hybrid Tea Rose is the strongest growing garden Rose we have even seen. Immense foliage. A tremendous grower producing its deep, rosy pink flowers on long stiff stems in wonderful profusion. We saw it growing in the open ground in California with flowers six inches in diameter—a marvelous sight.

## \*Francis Scott Key

A magnificent Hybrid Tea Garden Rose originated by the great Rosarian John Cook, and named in honor of the author of "The Star-Spangled Banner." Color a glowing scarlet and with darker shadings. Buds long and pointed, opening full and double; produced on long, upright stems.

## \*Kootenay

Magnificent new Hybrid Tea Rose, bearing flowers immense in size, full and double. A strong upright grower, bush type, and claimed to be an improved Kaiserin Augusta Victoria. Color creamy white, a decidedly valuable addition to the white section, still very rare and scarce.

Price of all Roses on this page: Strong, first size pot-plants, 30c each, any 4 for \$1.00, postpaid; extra heavy, two-year-old plants, with soil on roots \$1.00 each, \$10.00 per dozen assorted, by express; prepaid by parcel post, \$1.15 each. Varieties marked \* can be furnished in star size or specimen plants at \$1.25 each, by express; prepaid by parcel post, \$1.50 each.



Splendid new rose, Victor

# "De Luxe" Roses for the Garden

A growing demand for a super rose bush for immediate results has brought about the development of these marvelous plants, especially grown for this sale. They are immense in size—the largest now produced anywhere. Grown in the open ground then potted into large crocks or pots they are brought on in a cool temperature under glass. This great collection embraces the finest garden varieties. Hardy practically everywhere. Unquestionably the most magnificent rose plants ever offered. Stock limited. Order early to avoid disappointment. Should be sent by express owing to their extra large size. Please ask for "De Luxe" plants when ordering.

## Souv. Claudius Pernet

**Pernetiana**—The outstanding sensation in the rose world and hailed as the supreme yellow rose of the hour. Strong growing bush, magnificent foliage. Looks as if varnished. Perfectly formed flowers. Absolutely new in color—deep lemon yellow without spot or blemish. Wonderfully free blooming and justly regarded as the most important introduction of this generation. Stock scarce and limited. (See illustration.)

Strong, sturdy, heavy "de luxe" plants \$2.50 each by express, charges collect, soil on roots; same plants by parcel post prepaid, \$2.75 each.

We offer also 2 year old pot grown plants, limited quality at \$1.50 each by express; prepaid by parcel post \$1.70 each.

## Madam Edouard Herriott

**Pernetiana**—Known as the "Daily Mail" rose. The winner of the gold cup offered by the London Daily Mail for the best new rose exhibited at the great show in London in 1912. Described as follows: Buds coral red shaded yellow at base; medium size, semi-double. Open flowers coral red shaded yellow, rosy-scarlet passing to shrimp red; buds long, slender and pointed. Color is like sunshine on copper red metal.

Extra heavy "de luxe" plants with soil on roots \$1.50 each by express, charges collect; same plants prepaid by parcel post \$1.75 each.



Sensational Souv. Claudius Pernet

## Los Angeles

**Pernetiana**—Growth vigorous, producing in continued succession during growing season, strong shoots, each one bearing an enormous flower of a luminous flame, pink, toned with coral and shaded with translucent gold at the base of petal. Fragrant as an American Beauty. Buds handsome, long and pointed while the beauty of form and ever increasing wealth of color is maintained until the last petal falls.

Extra heavy "de luxe" plants with soil on roots. \$1.50 each by express, charges collect; same plants prepaid by parcel post \$1.75 each.

We offer also, medium sized 2 year old plants at \$1.25 each by express; prepaid by parcel post \$1.40 each.

## Golden Emblem

**Hybrid Tea**—The first time we saw this great Hybrid Tea bush rose in bloom, we immediately placed it among the most beautiful roses we had ever seen. It is not even surpassed in color by "Souv. Claudius Pernet". The flowers are magnificently formed. Delightfully fragrant and the color is a rich, deep, golden yellow. An extraordinary rose and exceedingly scarce.

Extra heavy "de luxe" plants \$2.00 each by express with soil on roots or by parcel post prepaid for \$2.25 each.

We offer also, medium sized 2 year old plants at \$1.25 each by express; prepaid by parcel post \$1.40 each.

## Miss Lolita Armour

**Pernetiana**—As the flowers expand they develop to a deep, coral red with a golden coppery red suffusion, the base of the petals a rich golden yellow with coppery red sheen. Very free bloomer and a vigorous grower.

Extra heavy "de luxe" plants \$1.50 each by express, with soil on roots, charges collect; same plants prepaid by parcel post \$1.75 each.

We offer also medium sized 2 year old plants at \$1.25 each by express; prepaid by parcel post \$1.40 each.

## Lafayette

**Polyantha**—This brilliant new "Baby Rambler" rose has taken the rose world by storm. Flowers large as "Paul's Scarlet Climber." Produced in enormous clusters as many as forty flowers in a cluster, continuously from June until frost. Color brilliant cherry crimson. A most remarkable new rose. As yet very scarce.

Price, first size pot plants 35c each, 3 for \$1.00 postpaid, strong 2 year old pot plants \$1.00 each by express; prepaid by parcel post \$1.20 each. Star size plants \$1.25 each with soil on roots by express; same plants prepaid by parcel post \$1.50 each.



# Heller's Sure-to-Bloom Hybrid Tea Roses

These great bush Roses have rapidly superseded all other classes for general planting because of their parentage, which is the result of cross fertilization between the Hardy Hybrid Perpetual or June Roses and the Everblooming Tea Roses. From the June Roses they inherit the large, bold handsome, exquisitely fragrant flowers, retaining in a marked degree their hardiness, so that they stand the severest winters without damage, and from the Tea Roses they have retained the free and constant blooming habit, together with the great variety of color found only in this class. They produce their gorgeous flowers without interruption the entire growing season, making them the best of all Roses for general planting. Our collection includes all varieties of merit now in cultivation. All on their own roots—once planted, practically permanent.

## \*Mad. Caroline Testout

This grand old favorite has been adopted by the State of Oregon as its State Flower. In color, it is of a satiny Rose, deepening to clear red in the center.

## \*American Legion

The color is a pleasing shade of cerise which it retains until all petals fall. Buds produced on long stiff stems well above the foliage and of immense size, long and pointed, opening full and double, a great producer. Free from disease.

## \*Jonkheer J. L. Mock

It is a true Hybrid Tea with gigantic flowers on great, erect, stiff stems and a growth that is marvelous in its freedom. Has extraordinary large, heavy foliage and quickly makes a great strong bush. The flowers are enormous in size, magnificently formed, deep and double, exquisitely fragrant; color bright rich pink, faced with carmine. A wonderful hardy garden Rose.

## \*Radiance

An American Triumph. Not to be outdone by European growers, America contributes this great Rose, and in every particular, gloriously formed flowers, immensely in size, exquisite fragrance, grand foliage, healthy growth, color and freedom of bloom, Radiance is fully the equal of Jonkheer J. L. Mock, which fact ought to give it entrance

into every Rose garden in America. In color of flower it is both unique and beautiful—a bright carmine-rose with opal and coppery reflections. Hardy everywhere with protection; as its name suggests, is radiantly beautiful.

Prices of all Roses on this page: First size plants, 30c each, any 4 for \$1.00, postpaid; strong two-year-old plants, 85c each, \$8.50 dozen assorted, by express; prepaid by parcel post, \$1.00 each. Varieties marked \* can be furnished in star or specimen plants at \$1.25 each, by express; prepaid by parcel post, \$1.50 each.

Roses arrived today in splendid condition, not a dry or wilted leaf on them. Was very well pleased with them." Ida O. Horton, Philadelphia, Pennsylvania.

One of greatest of all garden roses, "Radiance," Pink.

**Michigan** "Roses received this spring are the most beautiful I have yet seen. The same opinion was voiced by many of my friends. 'Hoosier Beauty' surpasses its name." Ray Baumgartner, Pontiac, Michigan.

"HOOSIER BEAUTY" A BEAUTY

## \*Sunburst-Giant Yellow

Strong growing Yellow Roses are scarce. This gorgeous variety is the finest of all yellow Roses in commerce and in its color equal to an American Beauty or Killarney. Immense buds, long and pointed, strong stout stems bearing gigantic full deep double flowers continuously. Color coppery yellow with golden orange in deeper shades. Entirely distinct. Magnificent bush Rose stands four feet or more in height. Foliage immense in size and strong, vigorous in habit of growth. Superb.

### Mrs. Aaron Ward

Very distinct, coppery orange in the bud, golden orange when partly developed, and pinkish fawn when fully opened. Flowers splendid in form, always blooming; magnificent foliage.

### Wellesley

A most lovely fragrant garden Rose of a beautiful shade of pink; vigorous, healthy grower, remarkably free flowering, with fine keeping qualities.

### Mi-Lady

A magnificent new Rose. Very large and beautifully formed flowers, full and double; color dark crimson. Always in bloom. Hardy.

### \*Helena Cambier

Hybrid Tea. Of unusual beauty. Large, double, beautifully formed flowers. The colors vary from salmon-rose to coppery rose. Hardy everywhere.



Lovely Sunburst

WASHINGTON—"The nineteen Roses came through in fine shape and are all looking well. I thank you for the extra one you sent. I now have a Hoosier Beauty and a Mad. Butterfly blooming though we have had some heavy frosts. There is nothing like the Heller Roses in my estimation."—Mrs. C. F. Lass, Port Angelus, Washington.

### Mrs. A. R. Waddell

A most beautiful garden Rose. Its beauty is beyond description. Buds and flowers immense in size, full, double and beautifully made, grows sturdy and erect in the most vigorous fashion, requiring no petting and coaxing; flowers color rosy-scarlet, shaded with salmon; beautiful, effective and hardy, always in bloom.

### \*Kaiserin Augusta Victoria

The greatest hardy, white Hybrid Tea Rose in existence. A strong, sturdy grower; free-flowering; it has become the most popular of all white Roses for general planting. Continuously from early spring until late fall, with pointed buds, the large, double flowers are glorious in their perfection; borne on long stiff stems; delicate pure white, deliciously fragrant. Unexcelled for cutting; absolutely hardy. Although grown extensively under glass, it is essentially a garden Rose.

Prices of all Roses on this page: First size plants 30c each, any 4 for \$1.00, post-paid; strong, two-year-old plants, 85c each, \$8.50 per dozen assorted, by express; prepaid by parcel post \$1.00 each. Varieties marked \* can be furnished in star size or specimen plants at \$1.25 each, by express; prepaid by parcel post, \$1.50 each.



Beautiful "Kaiserin Augusta Victoria"—White



**Tennessee** 'I would not take ten times the price of some of the Roses I bought from you. They have grown wonderfully.'—Mrs. Robert L. Allen, Memphis, Tennessee **HIGHLY PRIZED**

HYBRID TEA ROSES—Continued



The Great Rhea Reid—Scarlet Crimson

## \*Commonwealth

This splendid new Hybrid Tea is very impressive. The buds are large, long and pointed and the open flower very double, extra large in size, is of fine substance; solid deep pink color, very fragrant; long, strong stems; has fine, large, leathery foliage, free from disease. A strong vigorous grower and continuous bloomer. Especially desirable in the garden.

## \*Sensation

This great new Hybrid Tea bush rose is well named it is the sensation of the rose world. Heavy luxuriant foliage; strong growing, magnificently formed flowers of deepest velvety crimson, massive in size and produced in marvelous abundance; fragrance delicious. One of the greatest roses of recent origin. Very hardy.

**MILDEW**—This is a flour-like substance that appears upon the foliage of Roses caused by too much dampness. Not especially injurious and can be eradicated by sprinkling foliage, when wet, with ordinary sulphur flour, which can be had at any drug store.

**BLACK SPOT**—This appears in the form of black spots on foliage of Roses. Pick off and destroy affected foliage. Spraying with Bordeaux Mixture is helpful. This can be secured at any drug store.

*HONDURAS*—"Roses received last year are lovely and are admired by everyone."—Mrs. J. A. Carroll, British Honduras.

## \*Rhea Reid

Born in Indiana, One of the Greatest of All Crimson Garden Bush Roses

Originated here in Indiana, it positively has no superior as a scarlet-crimson garden Rose. The flowers are immense in size, full, deep and double. They are borne in endless profusion on long, stiff, erect stems. The color is vivid scarlet-crimson, gorgeous in appearance, with exquisite fragrance; strong, healthy oak-like foliage. We have given this great Rose unusual publicity and made its superb merits known to the Rose-loving public. One of the really first class garden Roses.

## \*Mrs. Chas. Russell

A new Hybrid Tea Rose of American origin. Considered to be the equal of American Beauty, both for forcing and open ground culture. Buds long and pointed, produced on long, stiff stems, 3 feet in length, each one crowned with a bloom of a beautiful shade of rosy-pink. Blooms large, full and of magnificent formation.

Price of all Roses on this page, except where noted: Strong, first size plants, 30c each, any 4 for \$1.00, postpaid; two-year-old plants, 85c each, \$8.50 per dozen assorted, by express; prepaid by parcel post \$1.00 each. All on own roots. Varieties marked \* can be furnished in star size or specimen plants at \$1.25 each, by express; prepaid by parcel post \$1.50 each.





**Maryland** "I purchased a dozen Rose bushes from you last year and they are all doing splendidly." Lorena Kreisel, Baltimore, Maryland. **DOING SPLENDIDLY.**

## The Lovely Killarney Roses

### \*Pink Killarney

This, the original introduction, is a beautiful Hybrid Tea Bush Rose; strong, sturdy and upright, with fine, heavy, insect-proof foliage, bearing flowers that are simply exquisite in form and color; the bud is exceedingly long and the flowers immense in size; color deep, brilliant, sparkling shell-pink; hardy everywhere. The bush is magnificent in growth of good size and bears its beautiful burden of flowers constantly all summer.

### \*White Killarney

Identical with the parent variety, Pink Killarney, of which it is an off-spring, except in color, which is glistening white. Like Pink Killarney its great charm lies in the beautiful shape of its buds, so distinctive that everyone recognizes it as a Killarney by its shape.

### \*Yellow Killarney

**Mme. Jenny Gillemont**—A brilliant saffron-yellow Rose, opening canary with dark golden shades. The buds are long and pointed, beautiful in form and color, the flowers are large, with immense petals. Hardy and vigorous, it is in constant bloom all summer. Owing to its resemblance to the Killarneys, we have called it the Yellow Killarney, as it makes a good companion for them.



Pink Killarney

**Special Offer** One each of the three Killarneys in first size plants sent postpaid for 85c. One each in two-year-old plants by express for \$2.50.

### \*Golden Ophelia

A seedling from the favorite Ophelia. Buds and flowers of fine size and beautifully formed of a bright golden yellow. Hardy and a profuse bloomer. Very attractive. A remarkable rose of rare color. Splendid outdoors.

### \*General McArthur

For outdoor cultivation it ranks at the very top of the list. The flowers are exquisitely formed, delightfully fragrant and the color is crimson-scarlet. Growth is wonderfully strong, sturdy and healthy, which is the important feature after all.

**MASSACHUSETTS** "Received the Peony and Easter lily bulb in fine condition."—Edith L. Moyle, Randolph, Mass.



The Great Yellow Killarney

Price of all Roses on this page: Strong, first size pot-plants, 30c each, any four for \$1.00, postpaid; extra heavy, two-year-old plants, with soil on roots, 85c each, \$8.50 per dozen assorted, by express; prepaid by parcel post, \$1.00 each. Varieties marked \* can be furnished in star size or specimen plants at \$1.25 each, by express; prepaid by parcel post, \$1.50 each.

**Ohio** "We are very much pleased with the size and sturdiness of the plants sent us. 'Mad. Butterfly,' which was budded when it came, has bloomed and is surely exquisite." Luella R. Cheney, Ashtabula, Ohio. **"BUTTERFLY" IS EXQUISITE.**

## \*Madam Butterfly

A Glorified Ophelia—See illustration

When its merits become known this great variety will probably be the most popular Rose in cultivation. By reason of its marvelous root action and freedom of bloom, it easily becomes a Rose par excellence. No Rose without root action will survive the test. To describe this Rose is impossible. Our illustration does not do justice to it. It is impossible to reproduce the colors accurately. If you can, imagine exquisitely formed buds of Indian Ochre with yellow at the base and those intermediate tones of clear, brilliant shades of coral pink, opening into deep, full and double flowers. Add to this, delicious fragrance and what more might be asked of a Rose? The great triumph in Rose Culture is centered in Madam Butterfly. Ours the true stock—yet very scarce.

## \*Crimson Queen

Owing to its rich coloring this is a wonderful garden or bedding Rose. There is no color that produces the show that a good crimson does. The color is a rich, bright, velvet crimson. A strong, vigorous, upright grower; flowers large and full, a great garden Rose as it is always in bloom, extremely hardy and produces a magnificent bush in a short time; hardy everywhere.

### MAD. SCHWALLER

A beautiful combination of salmon-rose with violet-carmine.

## \*Richmond

A distinctive Indiana Rose, it having been produced within a few miles of here. Very significantly might it be called one of the Roses of New Castle. It has been the sensation of the Rose world. It is the most vivid Red Rose known, and its exquisitely shaped, immense, fragrant flowers are nothing short of gorgeous. No description will do justice to such a wonderful Rose as this.

## \*Senator Mascurand

Yellow Hybrid Tea Rose, the center of a bloom resembling the color of the yolk of an egg, toning to high sulphur-yellow. Large, full, globular blooms. A strong, healthy grower and free bloomer. Blooms of large, perfect shape. Perfectly hardy.

## \*Madam Abel Chatenay

This splendid Rose—rosy-carmine with darker shade—does remarkably well in the open ground, has wonderfully beautiful flowers, which are full, deep and double. A very hardy Rose. Chatenay is a strong grower and free bloomer.

Price of all Roses on this page: First size plants, 30c each, any 4 for \$1.00, post-paid; strong, two-year-old plants, 85c each, one or more varieties \$8.50 per dozen, by express. Prepaid by parcel post, \$1.00 each.

Varieties marked \* can be furnished in star or specimen plants at \$1.25 each, by express, or prepaid by parcel post, \$1.40 each.

The Wonderful  
Madam Butterfly

A great new  
bush rose,  
Madam  
Butterfly



**Mississippi** "I am delighted with your Roses. I have had wonderful success with them."—Mrs. K. W. Butler, Sunflower, Mississippi. **DELIGHTED.**

## \*Gruss an Teplitz

The Sweetest, Richest Crimson Hybrid Tea Rose.

Called by some growers Virginia R. Coxe. The intense, dazzling color of this rose is found in no other variety. Fiery crimson, shaded with a dark, velvety sheen, totally unlike any other color in the world. Large, handsome, moderately double flowers. Produced in wonderful profusion throughout the whole growing season; in fact, it is always in bloom. The flowers are produced singly, sometimes in clusters, producing a gorgeous effect on the lawn or in the garden all summer through. A wonderfully strong, vigorous grower, actually attaining a height of 4 to 5 feet, perfectly hardy everywhere. Incomparable for fragrance.

**Please Note**—The demand for a thoroughly hardy Ever-blooming Climbing Rose is abundantly served in **Climbing Gruss an Teplitz** offered on page 21. Just the same as the bush form except it is a most vigorous climber. See testimonial below.



Gruss an Teplitz

## \*Red Letter Day

A velvety brilliant glowing scarlet crimson bud opening into cactus-like flower which retains its color, owing to the reflex of the petals being satiny crimson scarlet, producing a rose of exquisite grace and charm. Robust grower and wonderfully free blooming.

## \*Prince E. C. d'Arenberg

This really great Rose seems to be overlooked. For the years since its introduction it still holds its own. This is a great Rose. Flowers of a bright scarlet, shaded maroon, borne on long, straight, upright stems. Buds long and pointed, opening full and double. Magnificent in form. A grand grower. Very hardy. Be sure to try it. A real garden Rose.

## \*Miss Cynthia Forde

A deep brilliant rose-pink. Large perfectly formed, very full buds, free flowering, very sweetly perfumed.

Price of all Roses on this page: Strong first size pot-plants, 30c each. any 4 for \$1.00, postpaid; extra heavy two-year-old plants, soil on roots, 85c each, \$8.50 per dozen assorted, by express; prepaid by parcel post \$1.00 each. Varieties marked \* can be furnished in star size or specimen Plants at \$1.25 each, by express; prepaid by parcel post, \$1.50 each.

"The Carnations are doing nicely and have one opening and buds on all the rest. Have buds on the Chrysanthemums and am patiently waiting for them to open."—Marie Westphaling, St. Paul, Minn.

"The two year old Rose bushes from you have done fine for me and I'm only a beginner. Jeannette Heller has grown wonderfully and bloomed. Now great canes are springing up with monster buds on them. The foliage is large and rich in color. Climbing Gruss an Teplitz is a wonder; nearly to the top of a high fence already. You will get all my orders in the future."—Mrs. G. S. Wampler, Union City, Indiana.

## \*Gen. Arnold Jansen

Color a deep glowing carmine. Free bloomer. Buds long and pointed on long, stiff stems.

## \*My Maryland

Handsome in bud and flower. Its brilliant, lively shade of pink and beauty of form is without a superior and all summer through large, perfectly double magnificent flowers, rich in fragrance, are borne on long, stiff stems, growing from a sturdy fine shaped bush, which in itself is a distinct ornament to the garden. A great outdoor Rose.

Prince E. C. d'Arenberg

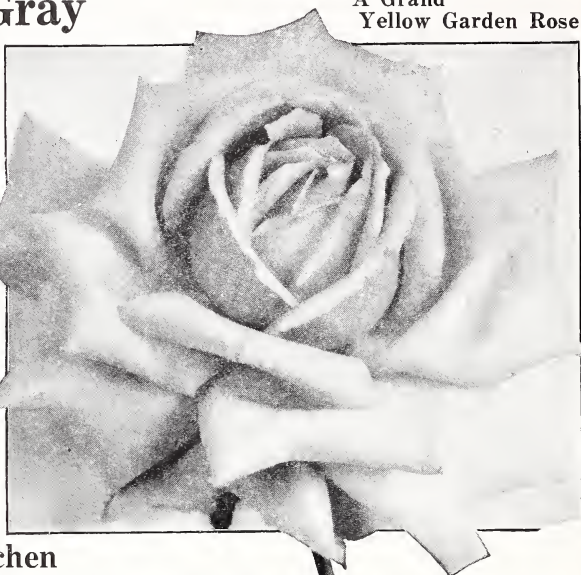


## \*Alexander Hill Gray

See illustration in color page 45

After a thorough trial both indoors, under glass and in the open ground we are convinced that this lovely yellow bush Rose is one of the very best, if not the best, of its class and color. The color, which is a deep lemon-yellow, deepening as the flower expands, does not fade in the open ground. Buds and blooms of perfect formation and of great substance, and produced in the greatest abundance throughout the entire season. Strong grower, hardy everywhere.

First size plants, 25c each; 5 for \$1.00; \$2.25 per dozen, postpaid; two-year-old plants, 75c each, \$7.50 per dozen, by express; 90c each, prepaid by parcel post. Star or specimen plants, \$1.00 each, by express, charges collect; prepaid parcel post \$1.25 each.



A Grand  
Yellow Garden Rose

## Gruss an Aachen

A Hybrid Polyantha, but looks more like a Hybrid Tea. Low growing, strong and sturdy, fine large foliage. Practically insect proof. Color yellowish rose with salmon pink and rose shadings. Splendid flowers. A remarkable new rose.

First size, 25c each, 5 for \$1.00, postpaid by mail; strong two-year-old plants, with soil on roots by express, 85c each or by parcel post prepaid, \$1.00 each. Star size plants \$1.15 each, express.

KANSAS "We took first prize on Roses from your place again this year."—W. C. Roche, Effingham, Kansas.



Beautiful Amelia Gude—Fancy Yellow

Great Yellow Rose  
Alexander Hill Gray

## Amelia Gude

**Hybrid Tea**—This grand new Rose is a seedling of Columbia with all the good qualities of that great variety. Flowers of beautiful form and of a pleasing shade of golden yellow, petals tipped with a lighter shade. Very free bloomer and a good grower. Amelia Gude is a strong favorite with us. We think it one of the best twelve Roses now in cultivation. Together with Columbia, Premier, Hoosier Beauty, America, Mad. Butterfly, it represents that type of garden Rose that as soon as their merits are known will put many of the old favorites into the discard. This is a great garden Rose.

First size, 30c each, 4 for \$1.00, postpaid by mail; strong two-year-old plants with soil on roots by express, \$1.00 each or by parcel post prepaid, \$1.15 each. Star size plants, \$1.25 each, by express; by parcel post, prepaid, \$1.50 each.

## Priscilla

This new Hybrid Tea has been much admired for its pleasing color of shell pink deepening toward the center. Bud long and well shaped. Open flowers, full and double, on long, stiff stems. Foliage handsome glossy green, free from disease.

Price, strong first size plants, 50c each, 3 for \$1.25, postpaid; 2-year-old plants, \$1.00 each, by express, with soil on roots at purchaser's expense; prepaid by parcel post, \$1.15 each; star size plants, \$1.25 each, by express; \$1.50 each, by parcel post, prepaid.



**North Carolina** "We received the Rose plants in most excellent condition. They are well packed."—Mrs. J. T. Bowles, Raleigh, North Carolina. **WELL PACKED**

## \*Mad. Second Weber

This wonderful Hybrid Tea Rose is about as satisfactory a garden Rose as we know of. Strong grower, bearing the greatest profusion of large, splendidly formed, cup shape fragrant flowers of marvelous beauty. Color deep salmon pink. A great garden Rose. Very hardy.

### \*Pilgrim

Size of the bud is enormous, produced on heavy stems of great length, opening up full and double and of great substance and ideal form. The color is a beautiful shade of bright rose-pink with lighter shading on outer edges. Of strong, sturdy, growth, producing blooms in abundance. Hardy.

### \*F. R. Patzer

Color is a creamy buff with the reserve of petals a delicate warm pink, and as they expand the color becomes a light orange-pink, which produces a most charming combination. Strong, vigorous grower.

### Beautiful Moss Roses

\***ELIZABETH ROWE**—An old favorite, with large, deep pink buds. Well mossed.

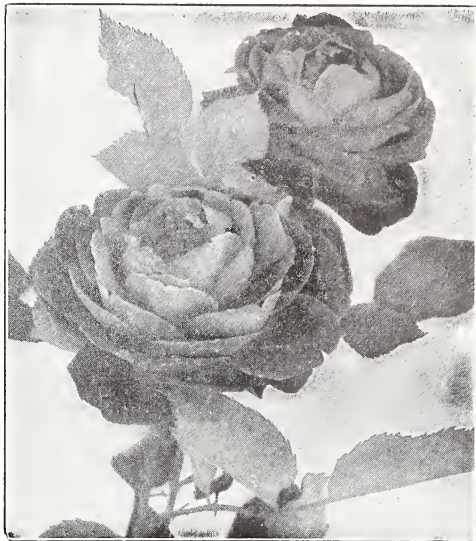
\***HENRI MARTIN**—Deep rosy-carmine shaded to bright crimson. A most charming large Rose with exquisitely mossed buds.

### Sir Thomas Lipton

A handsome double Rugosa Rose, with the peculiar leathery foliage of the family and beautiful snow-white, exceedingly fragrant flowers borne on long stems. Hardy as an oak.

Price of all Roses on this page, except where noted: Strong, first size pot-plants, 30c each, any 4 for \$1.00, postpaid; extra heavy two-year-old plants, soil on roots, 85c each, \$8.50 per dozen assorted by express; prepaid by parcel post \$1.00 each. Varieties marked \* can be furnished in star size or specimen plants at \$1.25 each, by express; prepaid by parcel post, \$1.50 each.

HYBRID TEA AND OTHER ROSES—Continued



Red Radiance

### \*Red Radiance

The color is a splendid even shade of clear red, without a trace of any other color, retaining its vividness for an unusually long time after being cut. It is a remarkable bloomer, being constantly in flower from early spring until freezing weather. Strong, vigorous branching, grower, each branch terminating in a large, bold, double bloom. One of the best hardy outdoor garden roses known. Originated by John Coon, the famous American Rosarian.

## CUSTOMERS THE WORLD OVER

During the past few months it has been almost a daily occurrence for us to ship goods to all parts of the civilized world, to the most remote countries and in most cases with entire safety.

Here are some of the countries in which we have numerous customers who buy these FAMOUS ROSES OF NEW CASTLE and other plants; Canada, Philippine Islands, Hawaii, Porto Rico, Mexico, British Honduras, British West Indies, China, Canal Zone, Alaska, New Zealand, Cuba, Australia, Siam, Central America, Chile, Panama, Bermuda, Japan, Korea, New Foundland, Peru, Argentina, Bahamas, Dutch West Indies, Virgin Islands and many others might be added to the list.

Testimonials elsewhere in this book testify to the high quality of our stock and we doubt if there is a firm in America shipping goods to as many foreign countries as we do.

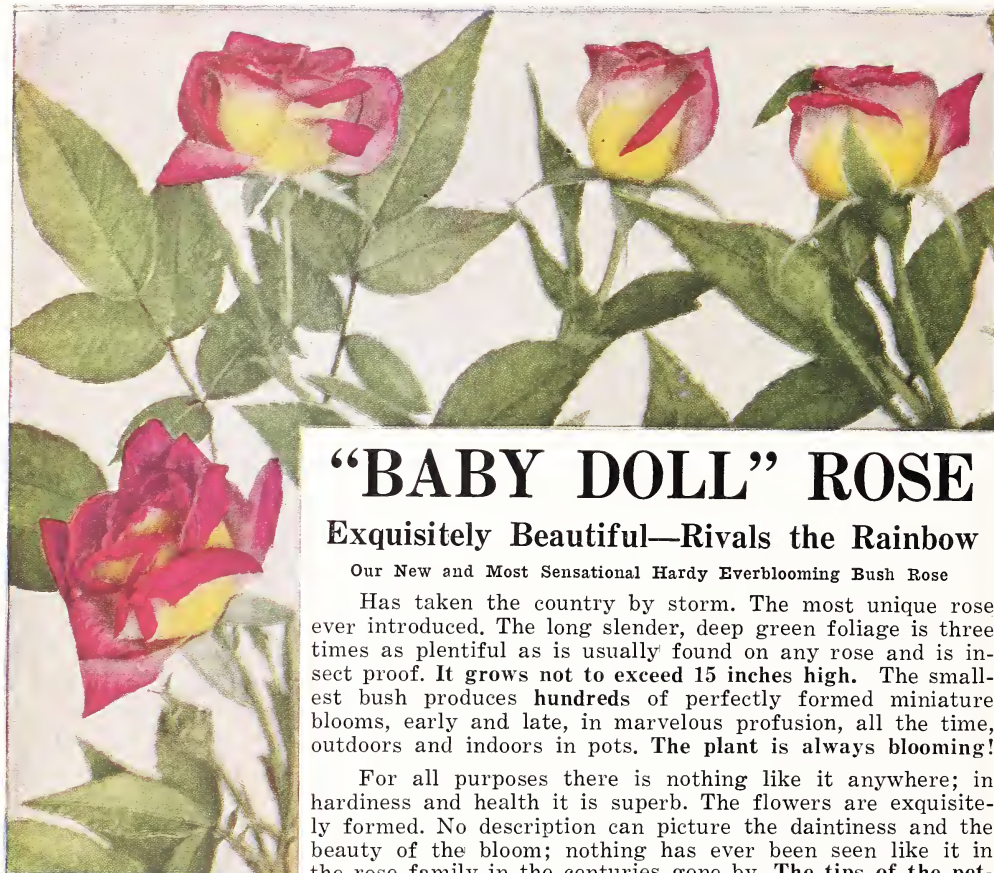
That means ONE THING—the stock must be absolutely first class to stand these long journeys, many of which go over the equator in the holds of steamships where the heat is intense—yet so strong are the plants and so well grown that in most cases they reach their destination even to such far off countries as Siam in perfect condition.

No matter where you live in the United States proper you are just the same as our next door neighbor so far as shipping is concerned. Remember, we guarantee safe arrival and satisfaction in U. S. A. or money back. You take no risk whatever.

## Iowa

"First size plants of 'Sunburst' and 'Baby Doll' grew and bloomed beautifully. 'Baby Doll' had four open flowers and nine buds on it when cold weather came. 'Sunburst' is the most beautiful yellow Rose of all."—Mrs. E. Horan, Lyons, Iowa.

WONDERFUL ROSES.



Rainbow Rose, Baby Doll

## "BABY DOLL" ROSE

Exquisitely Beautiful—Rivals the Rainbow

Our New and Most Sensational Hardy Everblooming Bush Rose

Has taken the country by storm. The most unique rose ever introduced. The long slender, deep green foliage is three times as plentiful as is usually found on any rose and is insect proof. It grows not to exceed 15 inches high. The smallest bush produces hundreds of perfectly formed miniature blooms, early and late, in marvelous profusion, all the time, outdoors and indoors in pots. The plant is always blooming!

For all purposes there is nothing like it anywhere; in hardiness and health it is superb. The flowers are exquisitely formed. No description can picture the daintiness and the beauty of the bloom; nothing has ever been seen like it in the rose family in the centuries gone by. The tips of the petals show vivid crimson, then that mellows down through shades of pink into saffron, lavender, gold and yellow and finally into deep old gold—a combination so extraordinary and so entrancing that immediately upon seeing the rose, the exclamation is heard, "What a wonderful rose."

Ours is the original stock introduced in America for the first time as one of the famous "Roses of New Castle." Don't miss it.

PRICE—Strong one-year-old pot plants, 25c each; 5 for \$1.00; \$2.25 per doz., postpaid; extra large, heavy, two-year-old plants, 85c each; \$8.50 per doz., by express; \$1.00 each, postpaid by parcel post. Star size, specimen plants, \$1.00 each, by express; \$1.25 by parcel post, prepaid.

AT HATTIE S. SHIELDS, Royal Center, Indiana, writes: "Baby Doll" is surely a little beauty."

## "CLEAN-UP" COLLECTION-12 for \$6.00

We are required to carry an immense Rose stock and rather than carry over odd lots when labels are lost, we offer this great collection, two-year-old plants, all high grade Roses in every particular, at a special wholesale price! You are apt to have in this collection new and rare Rose novelties, but THE SELECTION IS OURS, AND PLANTS ARE NOT LABELED. We are selling them below the cost of production. Don't miss this great Bargain offer.

### Special Offer

12 splendid two-year-old Rose plants on own roots, from large pots, finest varieties of Roses in the world, no two alike, not labeled, OUR SELECTION, but including "Mrs. B. R. Cant." a great crimson-pink garden Rose; "Jeannette Heller," the one best everblooming Rose in the world, both labeled, and the others equally desirable; soil on the roots, delivered anywhere in the U. S. A., safe arrival guaranteed, for \$6.00, prepaid by parcel post. YOU WILL NEVER AGAIN HAVE THE OPPORTUNITY OF SECURING THESE LARGE, VIGOROUS GROWING ROSE BUSHES AT SUCH PRICES AGAIN.

ORDER AS THE "CLEAN-UP COLLECTION"



## Free-Blooming Climbing Roses

These are the best of all constant blooming Climbing Roses. Noted for the exquisite beauty of their flowers. Including Teas, Hybrid Teas, Polyanthas, etc. Where the winters are not too severe they are perfectly hardy, but some protection is desirable. Strong growing, bearing large flowers like the choicest bush Roses, they bloom all summer through. Exceedingly popular because of this fact.

### \*Marechal Niel

The famous old favorite which grows so luxuriantly in the South. Buds and flowers superb; extra large, very double, and deliciously perfumed. Deep golden yellow. Blooms with great freedom. In the North should have very careful protection during the winter.

### \*Climbing Gruss an Teplitz

This is an exact counterpart of the bush Rose Gruss an Teplitz, but a vigorous climber, attaining a height of 10 to 15 feet in a single season. When it first blooms in the spring it is a dazzling sheet of velvety crimson. Each bloom is produced singly on long stems, the same as the bush variety so well known. Blooms throughout the growing season. One of the greatest of all Climbing Roses and hardy everywhere.

### \*Mrs. Robert Peary

(CLIMBING KAISERIN AUGUSTA)—Strong rapid grower. The lovely white flowers are magnificent beyond description, buds long and pointed.

\*MADAME CAROLINE KUSTER—Strong habit, beautiful orange-yellow flowers, large, double.

\*CLIMBING CECILE BRUNNER—Color rosy pink, rich, creamy-white ground. Needs protection.

\*CLIMBING WHITE MAMAN COCHET—The exquisite white flowers are borne in great profusion. Absolutely hardy, except in the extreme North, where it requires slight protection. It is a strong, vigorous grower, throwing up strong canes 15 to 20 feet long in single season.

\*CLIMBING PINK KILLARNEY—Immense, long pointed buds with massive, petals, opening into flowers of enormous size; color deep pink, deliciously fragrant.

\*CLIMBING PINK MAMAN COCHET—An exact climbing counterpart of the bush variety. As free blooming as the Cochet. Will withstand the rigor of the northern winters with protection. Superb pink flowers.

THE CHEROKEE ROSE—The bushes bear large pure white Roses in great profusion. Moderately hardy.

\*FORTUNE'S DOUBLE YELLOW—Bronzed yellow or coppery and fawn color. (Beauty of Glazenwood.)

CLIMBING LADY HILLINGDON—Tea. Same as Lady Hillingdon only a strong, vigorous climber. Free blooming, apricot yellow shading to orange.

\*CLIMBING ETOILE DE FRANCE—Identical with Etoile de France, save that it is a rampant climber, making it one of the very best dark, velvety crimson Climbing Roses. Blooms continuously.

Price of all Roses on this page: Strong, first size plants, 25c each, any 5 for \$1.00, postpaid; strong, two-year-old plants, 85c each; \$8.50 per dozen assorted, by express; prepaid by parcel post, \$1.00 each. Varieties marked \* can be furnished in star size or specimen plants at \$1.25 each, by express.

CLIMBING HELEN GOULD—Climbing type of the beautiful Helen Gould. Immense flowers full and double constantly produced. Warm watermelon-red. Superior.

CLIMBING OPHELIA—A vigorous climber bearing immense, full double flowers, salmon flesh shaded Rose. Constantly blooming.

CLIMBING MAD. CAROLINE TESTOUT—Beautiful glowing pink flowers and a rampant climber. Always blooming.

\*CLIMBING RHEA REID—Same as Rhea Reid except of a strong climbing habit bearing rich, deep crimson flowers constantly throughout the growing season.

\*CLIMBING CLOTHILDE SOUPERT—One of the best bearing immense clusters of flowers constantly. Ivory white shaded in center silvery pink flowers. Not excelled by any climber. Hardy.

Among the great new climbing Roses perhaps the most remarkable variety to date is "Climbing Columbia" described on page 2.

"All the Roses I have from you have given good satisfaction."—Frank Carter, Providence, Rhode Island.



Climbing Gruss an Teplitz. Always Blooming

## Heller's Hardy Climbing Roses

These are the Roses so necessary for the home, giving it, no matter how humble or pretentious, a touch of beauty not to be had by any other form of adornment. They also have a most useful side, in that they give most delightful and refreshing shade when used on the porch, veranda or pergola. They are used very extensively in covering unsightly spots in the ground, for screening out-buildings. Are especially recommended for trailing down over embankments and for cemetery planting; not subject to insect attack. All are hardy everywhere.



### \*Tausendschon or Thousand Beauties

A sensational new climbing Rose, producing on the same bush so many different colored flowers that it is impossible to describe the variations, hence the fitting name, "Thousand Beauties". Blooming profusely from the beginning of June until the last of July; the double flowers appear in large clusters. The colors run from delicate balsam or tender rose through the intermediate shades of bright rose and carmine, with white and yellow tints showing. (See illustration.)

\*PINK TAUSENDSCHON—(ROSARIE)—This is a bright pink form of the famous Tausendschon. A grand addition to this class.

### \*Dorothy Perkins

Shell-pink; extremely hardy, vigorous and free blooming. Withstands the most severe winters. The shoots frequently grow ten to fifteen feet in one season. The flow-

ers are borne in immense clusters of thirty or forty. They are perfectly double, and excellently adapted for cutting and decorating.

#### THOUSAND BEAUTIES

Rose, pink, carmine, white, yellow—almost every shade and tint—a magnificent rose.



Excelsa, Improved Crimson Rambler

### \*Excelsa

A sensational new hardy climbing Rose, sometimes called "Red Dorothy Perkins." Best described as an improved Crimson Rambler with heavy glossy, varnish-like foliage, without any of the defects of the Crimson Rambler, which is very unsightly at times because of mildew on the foliage. This great new Rose is nearly evergreen and is absolutely hardy. The flowers are very double, produced in immense trusses of thirty to forty flowers to each truss. Color intense crimson—new and distinct. One of the great hardy climbing Roses. Hardy as an oak. Lasts a lifetime. A gorgeous sight when in bloom.

North Dakota, W. M. Shalley, Wishek, North Dakota, says: "The star size Roses sent me are sure real Roses with wonderful root growth."

Price of all Roses on this page: Strong, first size plants, 25c each, any 5 for \$1.00, postpaid; extra heavy, two-year-old plants, 85c each; \$8.50 per dozen assorted; prepaid by parcel post \$1.00 each; still larger plants, marked \* in specimen or star size. \$1.25 each, limited quantity, by express; prepaid by parcel post \$1.50 each. All on own roots.





## \*KEYSTONE

### FIRST AND ONLY HARDY FREE BLOOMING YELLOW CLIMBING ROSE

Our illustration above gives only a faint idea of this magnificent hardy free-blooming Yellow Rose. The flowers are of fine size and wondrous beauty, borne in magnificent clusters. It has been thoroughly tested and has proved to be absolutely the finest hardy yellow Rose offered. It grows more freely than any other Climbing Rose, is perfectly hardy even in the far north, blooms in wonderful profusion, and is absolutely immune from insect attacks and has a vigor of constitution found only in the hardy Hybrid Perpetuals. One of the really great Climbing Roses the stock of which is very scarce and rare.

**\*AUNT HARRIET**—In full bloom, it is amazingly fine with its masses of dazzling scarlet-crimson Roses loading every branch. The bright effect is intensified by the pure white centers and brilliant golden anthers which shine out when the flowers are fully open. Awarded Certificate of Merit, American Rose Society.

**\*BESS LOVETT**—Flowers clear bright red, good size, double, cupped form. Fragrant.

**\*DR. W. VAN FLEET**—A splendid hardy Rose, large flowers about 4 inches across, full and cup shaped; color flesh pink deepening to rosy-flesh in center. Very fragrant, perfectly hardy and free from insects.

**\*SILVER MOON**—Blooms very large, four or more inches in diameter, pure white in color and of good substance, beautifully cupped, forming a clematis-like flower. The yellow stamens in the center make it attractive.

**\*ALBERIC BARBIER**—Entirely free from insect attacks; heavy, waxy foliage, shines as if varnished. The beautiful yellow flowers are unusually full and double sometimes singly, sometimes in clusters.

**\*AMERICAN PILLAR**—Has sprung into great popularity. Of extremely vigorous habit of growth, the bushes being clothed in lively green from earliest spring until late in the fall. It has a profusion of bright pink, semi-double flowers in clusters and are followed by large clusters of attractive red berries.

**\*MARY WALLACE**—A Dr. Van Fleet production. This sensational Climbing Rose makes a strong upright bush, with large shiny foliage producing for weeks in the spring and also in the summer and fall, its large semi-double flowers, four inches

across; color clear rose pink with salmon at base of petals. Hardy everywhere. A very remarkable novelty. Is an advance over any of its kind we have yet had.

**EUGENE JACQUET**—New, the earliest and most profuse flowering of all climbing Roses. A wonderful grower producing its immense trusses of fragrant, cherry-red flowers in the greatest profusion. Unlike most climbing Roses the color improves with age. Handsome dark green, mildew-resisting foliage. A most remarkable climbing Rose.

**EMILY GRAY**—A new yellow. Glossy foliage, buds long, flowers golden yellow, semi-double. Needs protection north of Washington, D. C.

**\*VEILCHEN BLAU, or VIOLET BLUE**—Most rampant grower. The flowers are borne in loose clusters and are of a bluish or slate shade.

**\*CHRISTINE WRIGHT**—Large, thick, leathery foliage. Flowers 4 inches in diameter; color bright, clear pink, almost double; borne in large clusters.

**\*MARY LOVETT**—Dr. Van Fleet produced this Wichuraiana Hybrid. A cross between a seedling Wichuraiana and Kaiserin Augusta Victoria, and has been termed the **White Dr. Van Fleet**. Hardy as an oak, a good grower, splendid for cemetery planting or where ever an absolutely hardy, white climbing rose is wanted.

Price of all Roses on this page; Strong, first size plants, 25c; each, any 5 for \$1.00, postpaid; strong, two-year-old plants, 85c each, \$8.50 per doz., assorted, by express; by parcel post prepaid, \$1.00 each; still larger plants, all varieties, in star or specimen sizes, \$1.25 by express. All on own roots.

**Colorado** "My Climbing American Beauty produced 60 dozen Roses this year (by actual count). Many of these Roses measure 10 inches in circumference with stems 15 to 18 inches long."—Mrs. B. C. Iseninger, Grand Junction, Colorado. **SIXTY DOZEN OF ROSES!**

# **\*The Great Climbing American Beauty Rose**

## **The Latest, Greatest and Most Sensational New Arrival Among**

### **"The Roses of New Castle"**



Perfect grower, wonderfully hardy  
and free  
blooming

Perfect grower, wonderfully hardy and remarkably free blooming. Here we have the latest triumph in American Rose growing, the true Climbing American Beauty in all its promise and glory, the realized dream of every Rose grower. Almost the same as American Beauty with smaller flowers. Medium sized flowers, each produced on separate stems, vivid rosy-crimson in color, with delicious fragrance. Borne in greatest profusion for weeks. Foliage tough and leathery, deep, glossy green, sun and insect proof. The youngest plants attain a height of 10 to 15 feet in a single season. Hardy and as sturdy as an oak in all localities. For single specimens, trailing over verandas, for trellises, anywhere and everywhere, this Rose will give the greatest satisfaction. Once planted will last a lifetime.

Ours is the genuine stock. Absolutely true to name, on its own roots.

### **\*Birdie Blye**

One of the freest blooming hardy Climbers. Bushes here bloom five and six times each season. Perfectly hardy everywhere. Good strong grower. Foliage bright glossy green and free from insects or disease. Blooms full and double. Color a bright carmine, changing to bright satiny rose, Very fragrant. This is a really great Rose.

**\*GARDENIA (Hardy Marechal Niel)**—Very fragrant; creamy yellow.

**\*WHITE DOROTHY PERKINS**—It is a rampant grower, and in a short time will cover a large trellis. The flowers are of a brilliant glistening white.

The Great Climbing American Beauty

**MISSOURI** "The Roses and Chrysanthemums arrived in fine condition. They are such nice healthy plants and seem to be growing already. They have the prettiest foliage of any plants I have ever seen. Thank you for the nice lot."  
—W. S. Goss, Springfield, Missouri.

Price of all Roses on this page: Strong, first size pot-plants, 25c each, any 5 for \$1.00, postpaid; extra heavy two-year-old plants, 85c each; \$8.50 per doz., assorted, by express; prepaid by parcel post \$1.00 each; larger plants, marked \* in specimen or star size, \$1.25 each by express—limited quantity. All on own roots.



# \*The Flaming Paul's Scarlet Climber

It is generally conceded by experts that this great new climbing Rose stands out as one of the few best Roses for home planting. Color vivid scarlet shaded slightly crimson, almost a flaming scarlet, a new and striking color. Makes a brilliant display for a long time in the garden. Hardy everywhere. The petals do not fade like many climbing Roses, but retain their bright color, and remain in bloom for weeks. A wonderfully strong grower, quickly making an immense plant 10 to 20 feet high. When in bloom is a gorgeous sight. This Rose received the gold medal and cup for the best Climbing Rose at the National Rose Society's exhibit. Ranks first in all tests and at every exhibit. No illustration can do it justice.

At the Rose Society's Test Garden at Arlington D. C., conducted by and in conjunction with the agriculture Department at Washington where the American Rose Society held their annual meeting the most prominent Rose which attracted more attention than any other was Paul's Scarlet Climber. Two specimens trained to trellises made a wonderful show, while two that had been kept pruned as a bush Rose were magnificent specimens, covered with their bright handsome full double blooms. At that time they had been in bloom some two weeks and were still bright in color while many more buds had not opened.

President S. S. Penstock of the Society of American Florists, reports the following impression from the Bagatelle Gardens, Paris, where he was one of the judges at the great Rose exhibition which is held there annually:

"In the Roses, Paul's Scarlet Climber stood out in the garden by far the best among the climbers. It had been in bloom over two weeks, was still in fine shape and attracted the public probably more than any other one rose in the garden. There were several plants of Paul's Scarlet Climber, and one group of four plants, trained up in pyramid shape, made a wonderful show. This is rather an attractive way to train Climbers, especially where they are as free bloomers as Paul's Scarlet Climber, which presented almost a solid vivid red mass."



## **BEST CLIMBER**

This great rose is a good strong grower and soon makes a fine display. Foliage is heavy and free from mildew and disease, as well as all insects, and remains bright when through blooming. It is truly a wonderful garden rose.

Price of Paul's Scarlet Climber: Strong, first size plants, 25c each, 5 for \$1.00, postpaid; strong, two-year-old plants, 85c each; \$8.50 per doz. by express; prepaid by parcel post, \$1.00 each; still larger plants, in star or specimen size, \$1.25, by express. All on own roots.

## **WORTH THINKING ABOUT!**

I never saw a rose that has attracted as much attention as the "Paul's Scarlet Climber" which I bought from you last spring, 1924. It is ten feet tall and full of bloom which has been on now two weeks without shedding its pretty scarlet flowers. Sundays we have at least five hundred cars stop here and people asked me so many times about its name, etc., that I had to put a sign on it, "Paul's Scarlet Climber." I could have sold fifty potted plants if I had had them.—Irvin J. Wenz, Brandywine, Md.




 Great Yellow  
Rose-Etoile  
de Lyon

## Heller's Hardy Everblooming Tea Roses

**The Oldest and Most Highly Cherished of All Roses**

To this class of bush Roses—the hardy ever-blooming Teas—belongs all honor. Their reign in the estimation of Rose-lovers the world over has been long and enduring. Among them will be found many favorites of our grandmothers gardens. They have been of inestimable value to the beginners in Rose culture. Of strong, healthy, hardy habit of growth, they thrive splendidly in all parts of the country, blooming continuously, and with their handsome, deliciously perfumed flowers their place in American gardens is secure and everlasting. They are quite hardy, but where the winters are extremely severe, protect them carefully.

### **\*Etoile de Lyon**

Magnificent golden yellow. One of the hardest of yellow Tea Roses. The plants make a strong, healthy growth and bear large flowers of excellent substance with astonishing freedom. The shape of the flowers is superb and in size they rival the well-known Marechal Niel. This and the Alexander Hill Gray (pages 18-45) are the two great Yellow Tea Roses, and they are not only great—they are superb.

### **Mrs. George Shawyer**

The color is very hard to describe, being a shade of brilliant clear rose or bright peach-pink. It is a wonderful grower and bloomer, producing great numbers of strong shoots, each tipped with a bud. These shoots form the stem, from 3 to 4 feet in length. The flowers are very large, well formed and full, petals of good substance. A very fine garden rose as well as a forcing Rose.

Price of all Roses on this page; Strong, first size pot-plants, 25c each, any 5 for \$1.00, postpaid; extra heavy, two-year-old plants, 75c each, \$7.50 per doz., assorted, by express prepaid; by parcel post 90c each. All on own roots. Varieties marked \* can be furnished in large specimen plants at \$1.00 each, by express; prepaid by parcel post, \$1.25 each.

### **\*Bridesmaid**

This variety is valuable for cutting and does finely in the open ground; a sport from the old and popular pink Tea, Catherine Mermet, but of a fine, clear dark pink, much deeper and more constant in color than Mermet. The bush is a strong, vigorous grower, bearing its flowers on long, sturdy stems. Still holds its own as one of the most beautiful of all Tea Roses.



Bridesmaid—Beautiful Pink



**Wyoming** "Thank you so much for the beautiful large rose plants. Surely you have good, broad-minded generous hearts, for you have been so kind to us.—Sister Mary Leiberta, St. Stephens Mission, Wyoming

**BEAUTIFUL PLANTS**

**EVERBLOOMING-TEA ROSES—Continued**

**\*Souv. de Pierre Notting**

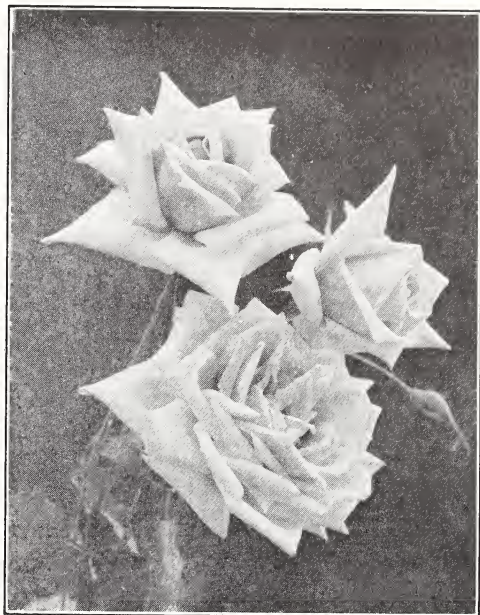
This beautiful Rose is an introduction of one of the largest firms of France, and has not been exceeded by any Rose from that country. It is of strong, bushy habit, and has won numerous gold medals and awards of merit. The flowers are very large, well filled and open easily; color apricot-yellow, tinged with golden and mixed with orange-yellow; edge of petals shaded carmine-rose. In form and beauty it is the equal of Maman Cochet, and by many is regarded as the best all-around Rose for general cultivation. It is hardy and always in bloom.

**\*The Bride**

There is no other white Rose more satisfactory than The Bride. The buds and flowers are unusually large, well formed and deliciously perfumed. When planted in the open ground the flowers are sometimes found to be delicately tinted with pink, making it exceedingly attractive. It is of a strong and healthy growth, and a profuse bloomer. Its blooms are of the most suitable form and quality for cut flowers.

**\*Mrs. B. R. Cant**

Especially recommended for outdoor cultivation as one of the best, if not the best Rose of its class and color now in cultivation. Exceedingly hardy, producing in marvelous profusion deep crimson-pink flowers with silvery rose center, perfectly double delightfully fragrant.



Souv. de Pierre Notting

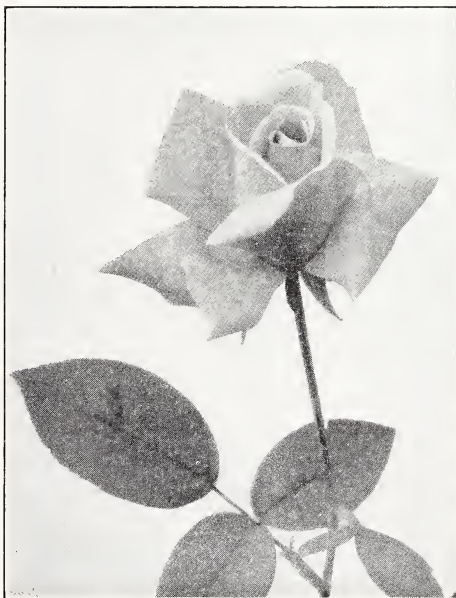
**\*Lady Hillingdon**

One of the latest introductions of the Tea class and has taken the medal over all yellow Roses, the color being one almost beyond description, apricot-yellow, shaded to orange on the outer edge of the petals, becoming deeper and more intense toward the center of the bloom. Buds are produced on long, strong wiry stems, well above the foliage giving a slender and graceful effect. A strong, hearty, healthy grower.

**\*WM. R. SMITH**—Especially suited for outdoor planting and cutting purposes. The soft blending of the salmon-pinks, rose-pinks, and the magnificent flesh tints resemble the blush of a maiden's cheek. The flowers are large, full and double, and most exquisitely formed.

**\*Marie Guillot**

The Queen of White Roses. The color is pure white, sometimes faintly tinged pale yellow. The flowers are beautifully made, very large, full and double, the buds are very pretty, of sweet fragrance.



Lady Hillingdon

WASHINGTON "The Rose bushes I got from you last spring have buds on them already. They got here in perfect condition and I am satisfied with them."—Mrs. Ray Shriner, Walville, Washington.

Price of all Roses on this page: Strong, first size plants, 25c each, any 5 for \$1.00, postpaid; strong two-year-old plants, 75c each, \$7.50 per doz., assorted by express; prepaid by parcel post 90c each. Varieties marked \* can be furnished in star size or specimen plants at \$1.00 each, by express or prepaid by parcel post, \$1.25 each.

# Superb Hardy Cochet Roses

The Cochet Roses are the greatest of all hardy ever-blooming bush garden Roses. No matter where you live, they are hardy, with protection, thriving vigorously and blooming with the utmost lavishness all summer through, making strong, sturdy bushes that last for years. The flowers are superb. The Cochet Roses, because of their wonderful merit, are a specialty with us. Easily the greatest of all garden Roses and the best sellers.

## \*Pink Maman Cochet

Now considered the Queen of all Pink Garden Roses, as it is one of the handsomest in our whole list. Its large, full and firm buds show wonderful depth and richness of color as they open into very large, perfectly double flowers. A clear rich pink, changing to silvery rose. Has many rivals but no equals. A thoroughly dependable Rose.

## \*Crimson Maman Cochet

This is without doubt one of the sweetest and best hardy Hybrid Tea Roses of its class and color. The plant grows to a strong, sturdy bush, and bears immense quantities of handsomely formed, deep, velvety crimson Roses of exquisite fragrance.

## \*White Maman Cochet

In shape and size like its parent the Pink Cochet, but of a snowy white, occasionally tinged with a pale blush. One of the finest white Roses for open-ground culture.

## \*Red Maman Cochet

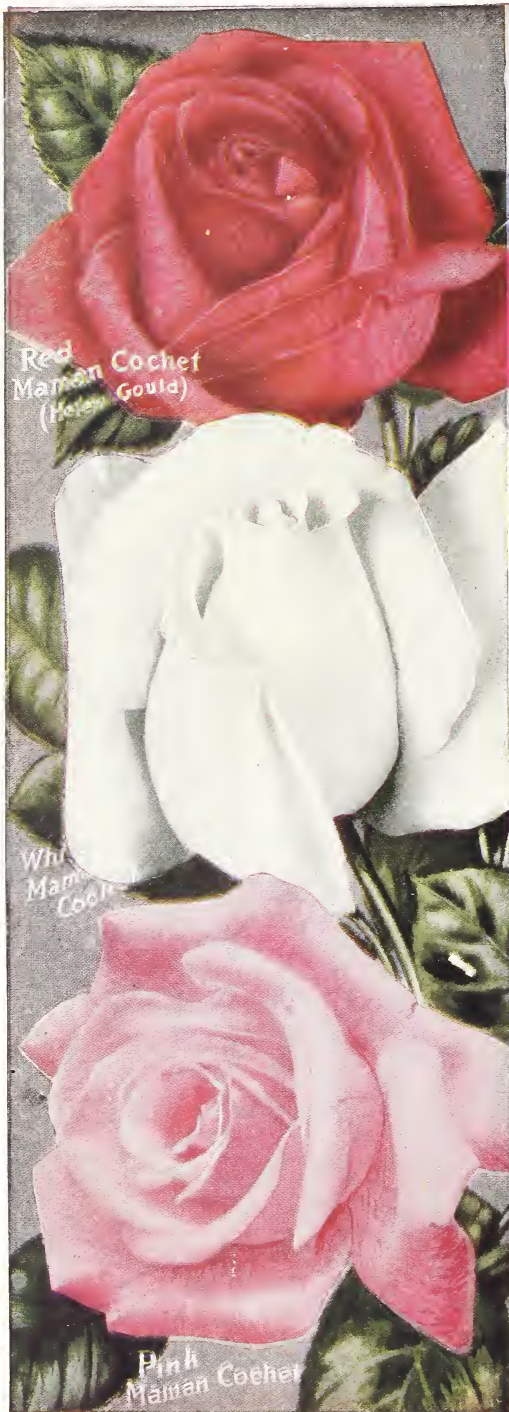
A great red Rose, and produces magnificent flowers in wonderful profusion on long strong stems. Flowers are very full and of splendid substance; in color a warm crimson.

## \*Yellow Maman Cochet

In shape, size and substance this is a typical Cochet Rose except that it is of a deep, golden yellow. It has long been considered one of the very finest yellow Roses.

First size magnificent plants of any of the Cochet Roses 25c each, any 5 for \$1.00, postpaid; extra-heavy two-year old plants 85c each, \$8.50 doz. by express; prepaid by parcel post \$1.00 each. The demand for these wonderful Cochet Roses is enormous. Varieties marked \* can be furnished in Star or Specimen plants at \$1.00 each, by express; prepaid by parcel post \$1.25 each.

**SPECIAL OFFER** One each of this famous Cochet Rose Set, first size plants, \$1.00, postpaid; the entire collection in large, two-year-old plants, \$4.00 by express; prepaid by parcel post, \$4.50.





**Canada** "The Premier Collection of Roses I received from you last spring were a great success, having many beautiful blooms on them during the summer."—Mrs. W. E. Roach, Agassia, British Columbia, Canada. **A GREAT SUCCESS.**

## **"Premier Collection" of Garden Roses**

### **The Cream of Our Vast Stock—10 for \$2.00, Postpaid**

The constantly increasing requests for us to name a group of the best roses for general home cultivation in all parts of the country is responsible for this great collection. Here are the ten most superb garden roses now known. They will thrive in all sections of the country and produce their splendid flowers in the greatest of abundance continuously. We have considered everything in the selection—hardiness, vigorous growth, freedom of bloom, ease of culture, color and beauty of flowers. All of them will bloom constantly this year except the climbing variety, even in the first size plants. If you are unable to make up your mind to your own satisfaction what varieties of roses you would like to have, set aside all misgivings and plant this **"PREMIER COLLECTION."** You will find the greatest roses in the world included herein—such varieties as Premier, the great Jeannette Heller, and the Cochet Roses, illustrated in color elsewhere—all are here at a price so low as to meet the requirements of every purse. Each variety labeled and safe arrival guaranteed to any point in the United States.

**PLEASE ORDER AS THE "PREMIER COLLECTION"**

### **Ten Wonderful Heller Roses Postpaid for \$2.00.**

Full descriptions elsewhere in this book. See Index, page 47.

**HOOSIER BEAUTY**—The most beautiful crimson bush rose now known. Flowers, deep, double, immense in size, of a velvety crimson color.

**ALEXANDER HILL GRAY**—The supreme yellow garden rose. The best of its class and color. Magnificent flowers, deep lemon yellow. A Gold Medal variety.

**PINK COCHET**—The great pink garden rose. Flowers immense, always in bloom.

**AMELIA GUDE**—New and beautiful. Perfectly formed flowers. Golden yellow, petals tipped with lighter shades.

**COLUMBIA**—Deep peach pink, magnificent flowers, immense in size; strong growing, hardy; an exquisite garden rose, almost thornless.

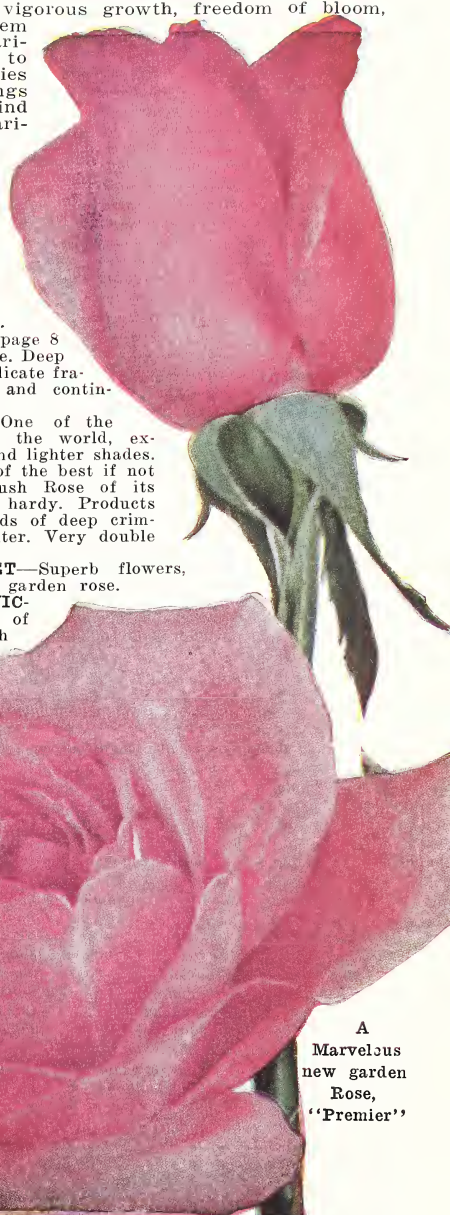
**PREMIER**—Described on page 8 wonderful Hybrid Tea Rose. Deep rose pink, perfect form, delicate fragrance, long stiff stems and continuously blooming.

**JEANNETTE HELLER**—One of the greatest garden roses in the world, exquisite blending of pink and lighter shades.

**MRS. E. E. CANT**—One of the best if not the best everblooming bush Rose of its color. Strong growing, hardy. Products during the season hundreds of deep crimson-pink flowers rose center. Very double and fragrant.

**WHITE MAMAN COCHET**—Superb flowers, color white; a wonderful garden rose.

**KAISERIN AUGUSTA VICTORIA**—White, greatest of all white Hybrid Tea bush Roses. Continuously blooming early until late.



A  
Marvelous  
new garden  
Rose,  
"Premier"

### **Special Offer**

This entire collection of ten magnificent Heller Roses, strong first size plants for \$2.00, postpaid by mail; the entire set, extra heavy two-year-old plants, by express, soil on roots, \$7.00; or by parcel post, all charges paid, for \$8.00; the entire set of ten varieties in immense Star size plants, \$10.00 by express or prepaid by parcel post for \$12.00. All on their own roots now growing in large pots or crocks ready to produce immediate results.

"The rose plants came in excellent condition".—Julia Barcellos, Demerara, British Guiana.

**WE STAKE OUR REPUTATION UPON THE MERITS OF THIS GREAT COLLECTION WHICH WILL PRODUCE HUNDREDS OF FLOWERS THIS YEAR**

**Texas** "The plants and Rose bushes arrived in splendid condition. We had cloudy, misty weather for a few days and none of the plants even wilted. They have all put on new growth. I am well pleased with all of them.—Vivian Deem, Crystal City, Texas. **NOT ONE WILTED**

## Charming Baby Rambler Roses



Beautiful Crimson Baby, Edith Cavell

Dainty, dwarf-growing Polyantha Roses excellent for bedding, clumps, single specimens or for pot culture. Hardy, healthy, exquisitely beautiful.

### \*Geo. Elger

This superb Polyantha Rose produces great quantities of lovely little buds of golden yellow, opening into miniature symmetrical Roses. Each bush is so loaded with blooms that they resemble a huge bouquet. Grand grower, blooming all summer. Very hardy.

\***MISS EDITH CAVELL**—Recommended as the best, bright crimson with white eye; enormous clusters; strong growing; very dwarf in growth; extraordinarily beautiful.

\***IDEAL**—Gorgeous new Baby Rambler, fully described on page 8. Produces enormous heads of blooms of intense deep lustrous garnet color. Never out of bloom.

\***THE LOVELY ANNY MULLER**—Flowers shiny, brilliant pink, produced in the greatest profusion in large clusters.

\***MLE. CECILE BRUNNER**—Rosy-pink on rich creamy white ground; a great bloomer.

\***MARIE PAVIE**—Medium size, very full and double; borne in large clusters, white flushed with carmine.

\***WHITE BABY RAMBLER** (Catherine Zeimet)—Pure white flowers borne in immense clusters. Most delicious fragrance—that of cherry blossoms. Exquisite.

\***HERMOSA**—Old China Rose. Medium sized, double flowers, soft pink, borne in sprays, always in bloom. A highly prized Rose.

### \*Green Rose—A Curiosity

A most interesting member of the Rose family, grown for its oddity. Flowers are small, pointed, double, and of the same color as the foliage—dark pea green.

Price of all Roses on this page, except where noted: Strong, first size pot-plants, 30c each, any 4 for \$1.00, postpaid; extra heavy two-year-old plants, soil on roots, 85c each, \$8.50 per dozen assorted, by express; prepaid by parcel post \$1.00 each. Varieties marked \* can be furnished in star size or specimen plants at \$1.25 each, by express; prepaid by parcel post, \$1.50 each.

## Hardy Hybrid Perpetual Roses

This class is noted for its extreme hardiness. Especially adapted to northern climates. Known as the old-fashioned "June Rose." Large flowers. Deliciously fragrant.

**GLOIRE LYONNAISE**—Flowers large and full; color white, base of petals canary. Tea Rose perfume.

**HUGE DICKSON**—Flowers large of fine form, opening well. Color brilliant crimson-shaded scarlet. Sweetly scented.

**PRINCE CAMILLE DE ROHAN**—Deep velvety crimson-maroon, full and of good form and the best of all hardy dark Roses of this class.

**HIS MAJESTY**—Color deep, dark crimson, shaded deep vermilion-crimson towards the edges. A most remarkable Rose.

**MRS. JOHN LAING**—Color clear bright, shining pink; exquisitely shaded. Awarded gold medal.

**J. B. CLARK**—Deep scarlet shaded blackish crimson with rich sheen like a plum. Enormous flowers, beautifully formed. Full, deep, double.

**GENERAL JACQUEMINOT**—Known every where as the famous "Jack" rose; crimson scarlet, very fragrant, large, full.

**ULRICH BRUNNER**—Cherry red. Immense in size, beautifully formed.

**CAPTAIN CHRISTY**—Delicate peach-blown pink. Deeper in center. Large, full.

**FRAU KARL DRUSCHKI OR WHITE AMERICAN BEAUTY**—The best hardy, snow-white rose now known. Tremendously strong grower. Hardy anywhere; immense, glorious flower, snow white in color.



Great White American Beauty—Frau Karl Druschki



**Jamaica** "All Roses except one are thriving immensely. On the whole everything is quite satisfactory and I am satisfied with my deal with your firm. Hoping always to have the same square deal with you as this will not be my last order.—A. A. De Mercado, Kingston, Jamaica, British West Indies. **EVERYTHING SATISFACTORY**

## How to Grow the "Roses of New Castle"

**WHEN TO PLANT**—Our roses are grown in large pots or crocks and in full foliage when shipped. They can be planted any time during the year when the ground can be dug; the best time in the north is right after corn planting time when all danger of severe frost is past. There is no set time. In climates similar to Indiana you may plant our plants satisfactorily up until the first of July, also in latter August, September and October. **Don't forget our plants are pot grown, and in full foliage and are not dormant, leafless field grown plants such as are sold by traveling agents and others.** These latter plants can only be planted during March and April while they are dormant. In the Southern and Pacific coast states, plant in the Spring, in the Fall or whenever you elect.

**HOW TO PLANT**—When received place the roots in luke warm water or thin mud for an hour or so before planting. Select a sunny location not close to large trees for planting. Ordinary good garden soil will do. If available, spade in a liberal quantity of well rotted cow or stable manure; chicken, sheep and hog manure may be used in small quantities. Spade down to at least twelve inches. Set the bushes fifteen to eighteen inches apart, putting the roots well below the surface and be sure that they are spread out carefully. Cover completely with soil and firm it down around the plant. Water thoroughly when planting. Don't be afraid to soak the soil to the bottom of the roots, then withhold the water until the soil becomes fairly dry. Don't keep the soil around the plants wet all the time. Watering should be done in the early morning or in the evening. A good drying out makes new roots and new growth. If the weather is hot and the sun bright after planting keep the plants covered with newspapers or similar material during the day for four or five days. **Where possible, spraying the foliage with water under high pressure will keep them clean and healthy.** We recommend the plant food and insecticides offered elsewhere on this page.

**PRUNING**—All roses may be cut back about one-half the previous year's growth. Do this in the early spring while the plants are dormant. After the plants bloom, get the full benefit of the flowers by cutting them off. This produces new blooming shoots. Buds that are a malformed and fail to develop should be removed and the soil around the plants should be enriched with a good plant food, a little air-slaked lime, or well rotted cow manure to give the plants more root action and greater health.

**WINTER PROTECTION**—All roses are benefited during the winter by covering them with leaves, hay, straw, evergreen boughs where more or less air may circulate. Before covering them, if available, mulch around the plant with well rotted cow manure. Don't cover the plants until they have at least one or two good freezes, then put the covering on gradually. Don't remove the covering in the Spring until the weather is settled and all danger of frost is past.

*"I received your roses and appreciate your straight from the shoulder business methods more than I can express. The roses were so strong that they astonished me. Another merit that I could not help noticing was the prepaid postage for which I am enclosing twenty cents."*  
—Marian E. B. Heins, Toledo, Ohio.

**GENERAL INFORMATION**—After planting, if the leaves turn yellow and drop off, do not be alarmed. This is Nature's way of conserving the vitality of the plant. It will immediately throw out new and stronger shoots. If the yellow leaves do not drop off pull them off. This will help the plant.

If plants during the growing season develop diseased foliage that means the root action is poor and the plant needs nourishment in the way of a good plant food or well rotted cow manure.



The lovely Jeannette Heller (See pages 4, 5)

### Insecticides and Fertilizers

**Walker's Plant Food**—A highly concentrated plant food quickly producing vigorous, healthy growth and profusion of flowers, directions with each package, 2½ oz. cans, making 3 gals., postpaid 25c; 5 oz. cans making 6 gals., postpaid 45c; 12 oz. cans, making 15 gals., 70c postpaid.

**Stim-U-Plant Tablets**—An excellent plant food in tablet form. Increases growth marvelously. Complete directions with each package. Ten tablets 15c, 30 tablets 30c, 100 tablets 90c, 1000 tablets \$4.50, all postpaid.

**Melrosin**—Sure remedy for all rose and other plant pests. Full directions with each package. Pint \$1.15; quart, \$1.95, postpaid.

**Sulpho-Tobacco Soap**—For sure, easy and immediate extermination of all insect life on plants, trees and animals, Sulpho-Tobacco Soap is a matchless preparation. Will not injure the most tender plant. It dissolves readily in water, and may be applied with an ordinary sprayer. Prices: 3 oz. cake, 15c; 8 oz. cake, 30c, postpaid.

**Fall Planting**—Fall planting of our roses is becoming popular even in the extreme North where we would recommend planting our pot grown roses about the middle to the latter part of August; in the central states during September or October if you have a late Fall; in the Southern and Pacific Coast states any time during the Fall. Only pot grown plants like ours are adapted to this schedule.

**Montana** "I took first prize at the Flower Show here with Heller Bros. Roses. I consider it wonderful when one stops to consider, that these plants were only put out last spring. Your roses sure bloom and the first year at that. I have only words of praise for them.—S. H. Sterling, Ronan, Montana. **WON FIRST PRIZE**

## Geraniums

These old favorites continue to be the most popular of flowering plants. Scarcely a home anywhere is without Geraniums. Easy to grow, lasting indefinitely, always blooming, both indoors and in the open ground there is nothing to take the place of Geraniums. Our list includes the finest varieties in cultivation. **We offer only large, well developed plants for immediate blooming.**

**MRS. LAWRENCE**—Double, soft salmon pink, tinged white.

**A. BROWN**—Magnificent rosy crimson; beautiful.

**MRS. E. G. HILL**—Lovely light salmon.

**AMERICAN BEAUTY**—New, with the color of American Beauty Rose. Rosy crimson; grand.

**FRAU PERKINS**—Beautiful cerise pink, white center.

**MAD. BARNEY**—Famous double pink; exquisite.

**LA FAVORITE**—Double, pure white. The leader.

**ALPHONSE RICARD**—Double, bright vermillion.

**BEAUTE POITEVINE**—Double, shrimp-pink, shading to white.

**E. H. TREGO**—Semi-double, dazzling, scarlet pleasing velvety finish on saffron ground.

**COMTESSE de HARCOURT**—Double, pure white.

**JEAN VIAUD**—Double, bright, clear shade of mauve-rose, shading to a clear white throat.

**S. A. NUTT**—Double, dark red. None better.

**MARG. de CASTELLANE**—Double, beautiful soft crimson, varying to tomato-red. Flowers large, perfect, produced profusely all summer.

**GENERAL GRANT**—Double, bright orange-scarlet flowers, profusely produced during entire season.

**ADMIRATION**—Single, robust, bright rose, shrimp-pink flowers.

**Price:** Extra large thrifty plants, ready for immediate effect. 20c each; 6 for \$1.00, \$2.00 per dozen, in one or assorted varieties, postpaid.



Geranium—American Beauty

**Special Offer** One each of the 16 Geraniums above, in extra large, thrifty plants, \$2.50, postpaid.

## Heller's Magnificent Peonies

Of all the flowers in the hardy garden, the Peony is easily recognized as the Queen—in fact, it vies with the Rose for that title in many ways, for while in bloom it is without question the most glorious object in the garden. Once Peonies are planted they last for a lifetime. They stand the severest winters without the slightest protection. After blooming, their charm lies in the beauty of their foliage, for even when not in bloom the Peony plant is decorative in the extreme and well worthy of a prominent place in the garden.

### SELECT LIST OF PEONIES

We offer only the cream of the many hundred varieties. Don't buy the cheap kinds. They require just as much care, but don't produce the blooms.

**CAROLINE ALLAIN**—Rose and salmon. Beautiful.

**EDULIS SUPERBA**—Red, very large, full, double.

**FAUST**—Delicate light pink. Chaste and highly fragrant.

**FELIX CROUSSE**—Brilliant red. Extra fine.

**HUMEI CARNEA**—Light rose, passing white.

**INSIGNIS**—Beautiful violet-pink. Large, double.

**JEANNE D'ARC**—Pure white. A superb flower.

**NOBILISSIMA**—Dark violet-red. Boldly handsome.

**FESTIVA MAXIMA**—White center, flaked red.

**DUCHESSE de NEMOURS**—Sulphur-white, changing to pure white. Double. Early.

**CANDIDISSIMA**—Creamy-white, with sulphur-yellow center.

**ROSEA ELEGANS**—Soft rose-pink. Large, full, double; exquisitely beautiful. (Illustrated on opposite page.)

**MIXED VARIETIES**, 50c each, \$5.00 per dozen.

**Price of all Peonies in the above list, except mixed varieties, in strong, two and three-eyed, large heavy roots, 75c each, \$8.00 per dozen, assorted as desired, postpaid.**





Peony Rosea  
Elegans

## New Everblooming Hydrangea

**Arborescens Grandiflora—Hills of Snow**

The New Everblooming Hydrangea is, as its name implies, constantly in bloom from early in June until frost, and is one of the most important additions in the way of hardy shrubs ever introduced. All summer long it bears great clusters of white flowers, much like the tender Hydrangea in size and form; it will grow to perfection in partial shade, making it most valuable for massing under trees or growing on north side of house. Handsome bright green foliage. Hardy everywhere.

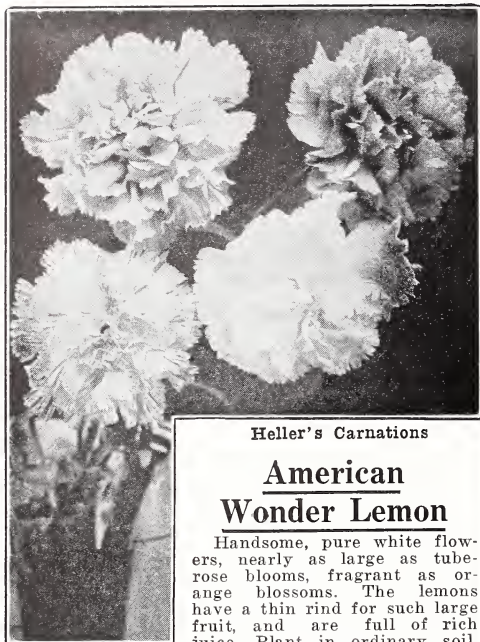


Price, strong vigorous plants, well rooted, 50 cts. each, 6 for \$2.50, postpaid; large, field-grown plants, with several branches, fine roots. \$1.00 each; \$10.00 per dozen, postpaid.



**Rhode Island** "I wish to thank you for the roses and Mums. They are all nice strong plants and also a wonderful assortment, I hope they all grow up to be as beautiful as their description."—D. M. Herox, Cumberland Hill, Rhode Island. **NICE PLANTS.**

## Handsome Large Flowering Carnations



Heller's Carnations

### American Wonder Lemon

Handsome, pure white flowers, nearly as large as tuberosa blooms, fragrant as orange blossoms. The lemons have a thin rind for such large fruit, and are full of rich juice. Plant in ordinary soil, in a pot or tub, and it will bear each season a fine crop of superb lemons. Splendid for making pies. Large strong plants, 50c each, postpaid; immense trees, ready to bear fruit, \$2.50 each by express.

(From The Evening Bulletin—Philadelphia, Sept. 12, 1925.)

## Rose-growing Made Easy

**Don't Bother with Budding or Grafting. Briar is Always a Nuisance.**

"The common belief that all modern roses must be budded or grafted to secure permanent trees is not accurate, says 'Answers' (England). Roses growing on their own roots will give results equal to any produced on briars.

Growing budded roses is a source of endless trouble to many novices. The briar grows up and the grower, not knowing it from the real rose growth, allows it full scope. In a year or two the briar has asserted itself, take full control, and nothing but dog-roses are produced.

With roses on their own roots, there is never any of this trouble. Should the bush be cut down by frost at any time and the roots not harmed, real rosewood is again produced in the spring. On the other hand, many amateurs have set out to plant a rosebush and secured the best of budded stocks, but in a year or two have had only briars for their trouble.

With a budded rose you may get more vigorous growth, and probably a more robust bloom, but give a rose, growing on its own roots, liberal treatment and it will come in first every time.

The gardener who sets out to grow roses on their own roots simplifies his work."

There is no plant that grows in the garden that is more attractive or handsome than Carnations; our extra strong, stocky plants will bloom all summer and produce in wonderful abundance their large superb flowers which have exquisite clove fragrance. Bring indoors in early fall. Grown in pots the plants will bloom continuously during the winter.

## Best Carnations

Price strong pot plants: 15c each, any 6 for 75c; \$1.50 per dozen, postpaid.

**ALMA WARD**—New white variegated pink.

**AVIATOR**—The best standard crimson.

**MRS. C. W. WARD**—Deep pink, very fragrant.

**ROSE-PINK ENCHANTRESS**—Deep pink.

**MATCHLESS**—Clear brilliant white, fine form and very large. Highly scented. Delightful.

**RADIUM**—New Handsome red. Fine large bloom.

## Decorative Ferns

There is a charm about the Fern for home adornment hard to equal with any other plant, with its long sprays of fresh, lively, green, handsome foliage. Even the smallest plants will in a short time grow into magnificent specimens. They are of the easiest culture, requiring little or no care, and will last indefinitely. They like partial shade.

**BOSTON FERN**—Long, broad fronds, drooping gracefully and forming an immense plant.

**WHITMANII**—This is a condensed form of the "Ostrich Plume Fern," with valuable characteristics added which are not evident in the parent. Very graceful.

**TEDDY, JR.**—New dwarf Fern. Fronds are broad and beautifully tapered from the base to the tip, drooping just enough to make a graceful plant.

**ROOSEVELT**—New and the grandest of all, with fronds beautifully frilled and waved.

**SCOTTI**—Dwarf growing, compact and a great favorite. Broad petals, strong upright plant.

Price of all Ferns: Strong, shapely plants, 20 cts. each, any 6 for \$1.00, postpaid; larger size, 4 and 5 in. pot-plant, 85c each by mail, postpaid.

**ASPAGUS SPRENGERI**—For pots, vases or hanging baskets. The long, slender branches droop most gracefully, clothed with feathery, emerald green fronds. Price, 20 cts. each; 3 for 50 cts., postpaid.

**ASPAGUS PLUMOSUS**—Foliage resembles the finest lace. Elegant for cutting. 20 cts. each; 3 for 50 cts., postpaid.



Whitmanii Fern



# Heller's Gorgeous Dahlias

No other word but **GORGEOUS** can describe the beauty of the Dahlias offered on this page. In brilliant barbaric combination of colors, the Dahlia has no rival. Easy to grow, they are immensely popular. Plant in average garden soil about six inches deep. Cultivate well until blooms begin to show, then mulch with well rotted manure, or feed a good standard plant food, and you will be astounded with the magnificent flowers produced. Our list includes the best varieties in cultivation. All prices include postage, when sent by parcel post.

## New and Rare Dahlias

**BRIDE'S BOUQUET**—An ideal white cactus and profuse bloomer extra long stem and a Dahlia that stands up well when cut. 50c each.

**PRIDE OF CALIFORNIA**—Called the "American Beauty" Dahlia. Winner of Gold and Silver Medals. Huge Crimson red flowers produced on long straight stems. 75c each.

**BONNIE BRAE**—Cream shaded to blush-pink. The flowers are of immense size. \$1.00 each.

**MRS. CARL SALBACH** (Salbach)—A sensational Decorative Dahlia of great size. In color, a mauve pink, with occasional blendings of white; the general impression being pink. \$1.00 each.

## Choicest Cactus Dahlias

This class produces large loosely formed Chrysanthemum like flowers. The long narrow petals are variously rolled and twisted. The flowers are borne on long slender stems.

**GEN. J. B. SETH**—Rich, brilliant scarlet with orange scarlet shadings. 50c each.

**EUREKA**—Color very deep purple. Petals are long straight and tightly quilled. 25c each.

**LIBELLE**—Clear deep rose-purple. 25c each.

**PEARL de LYON** (Hybrid)—A pure white exhibition variety of great value. The petals are fringed or nicked. 35c each.

**VARIABLES**—Beautiful deep orange, artistically tipped pure white. The petals are fringed or nicked and very gracefully incurved. 50c each.

## Decorative Dahlias

This type produces large somewhat flat, but most beautiful flowers, double and full to the centre; petals irregularly situated, long, broad, flat and nearly straight; a beautiful type.

**CLIFFORD W. BRUTON**—A large canary-yellow. An old stand-by, none better. 25c each.

**FRANK A. WALKER**—See illustration. A charming shade of deep lavender-pink. For garden decoration or for cut flowers has no superior; produces its lovely, large, perfectly formed flowers in great abundance. 35c each.

**JACK ROSE**—The identical shade of the Rose of the same name—bright, glowing crimson. Free-flowering. 25c each.

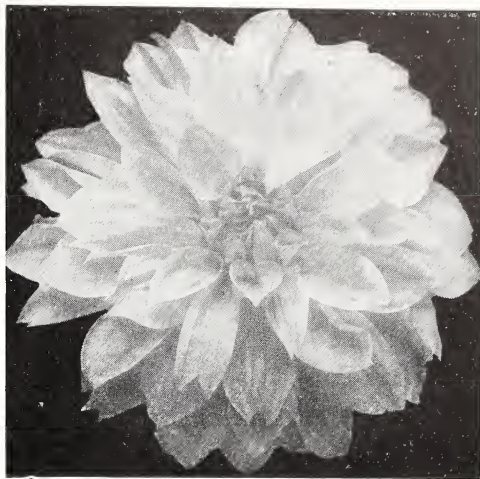
**MAID OF KENT**—Rich cherry-red; splashed and blotched pure white. Variegated. 25c each.

**MINA BURGLE**—Color, a glowing and most brilliant scarlet. The flowers are perfect and are borne upon long, wiry stems well above the foliage. Attracts universal attention. 50c each.

**ORA DOW**—A beautiful velvety maroon, effectively tipped white. 25c each.

**SYLVIA**—White edged pink. A favorite. 25c each.

**WILHELM MILLER**—Very brilliant purple. This is a fine variety. 25c each.



Frank A. Walker, One-third Natural Size

## Peony-Flowered Dahlias

Georgous new type, semi-double, loosely arranged petals, two, three or more rows in the flower, surrounding a large golden yellow centre, petals pointed sometimes twisted, and sometimes the inner ones curl over the centre, like a Peony.

**MRS. BOWEN TUFTS**—Finest of the new Peony-flowered Dahlias, having gigantic deep rosy-purple blossoms, produced on long, graceful stems. 25c ea.

**MARY HOUGHTON**—New fragrant Duplex Dahlia. The color is a light mallow-purple with a ring of waxy cadmium-yellow around the golden-yellow center, the reverse of petals being a beautiful rhodamine-purple. 50c each.

**MRS. M. W. CROWELL**—Color a beautiful orange-yellow. Very free-flowering. 25c each.

**MME. VAN BYSTEN**—A very distinct and new shade, lilac-blue throughout. Plants tall and sturdy, holding blooms well above the foliage. 50c each.

**PHENOMENE**—Beautiful French Duplex Dahlia. Exquisite salmon shade, suffused amber. 25c each.

## Grand Show Dahlias

This type constitutes the beautiful old-fashioned Dahlias of the early days, but now wonderfully improved. Immense in size full, double; petals quilled and grand flowers and free bloomers.

**A. D. LIVONI**—Beautiful soft pink. Well formed flowers with long stems. Free-flowering. 25c each.

**AMERICAN BEAUTY**—The flowers are of gigantic size and are produced on long, heavy stems, well above the foliage. The color of this acquisition is a gorgeous wine-crimson. 35c each.

**MAUDE ADAMS**—Ideal New Show Dahlia. The color is a pure snowy-white, very effectively overlaid clear delicate pink. 50c each.

**MISS HELEN HOLLIS**—Gigantic deep scarlet Show Dahlia. Blossoms are on long, stiff stems. Immense in size and beauty. 50c each.

**STORM KING**—Color, pure white. Flowers produced on good stems, well above the foliage. 25c each.

**STRADELLA**—Beautiful deep purple-crimson. Exceptionally free-flowering. 25c each.

**VIVIAN**—A wonderful flower, the color being white, effectively edged rose-violet. 25c each.

**MIXED DAHLIAS**—All colors and finest varieties. 20c each, \$2.00 per dozen.

**Virginia** "The Roses and Clematis Vine came okey and I am very much pleased with them. They are growing nicely."—Mrs. Wm. Jones, Richmond, Virginia **EVERYTHING O. K.**

## Hardy Phlox



Phlox-Ryndstrom

We have no more satisfactory flowering plants than Hardy Perennial Phlox. Once planted they are permanent. Hardy as oaks. Require no protection, no petting, no coaxing. Free from disease and insects. Have immense heads of blooms of the most brilliant and delicate colors, which are produced in continuous profusion until cut down by severe freezes. Ordinary garden soil is all that is necessary. They are indeed the glory of the summer garden. We offer strong heavy plants for immediate blooming. Our list is the best now known.

**B. COMTE**—Brilliant, rich and highly pleasing to the eye; French purple.

**CHAMPS ELYSEE**—Fine rich crimson.

**ECLAIREUR**—Bright carmine with light halo. Large flower.

**MISS LINGARD**—Longest spikes of any Phlox—blossoms from the ground up; the earliest blooming, sweetly fragrant. Waxy white, lavender eye.

**MRS. JENKINS**—An early and free bloomer, one of the best tall varieties. Flowers pure white.

**RHEINLANDER**—A rare salmon-pink, intensified by a distinct claret-red eye. Big flowers and truss.

**ROSENBERG**—Extremely large florets in a loose truss; reddish violet or wine color, with blood red eye.

**R. P. STRUTHERS**—Bright rosy-carmine, with scarlet eye.

**RYNDSTROM**—A lively Neyron shade of rose-pink.

**WIDAR**—Light reddish violet with large white center.

Prices Hardy Phlox: Strong, vigorous, field grown plants, the only reliable kind for immediate blooming. 30c each, 4 for \$1.00; \$2.90 per dozen postpaid. One each 10 Phlox above, \$2.35, postpaid.

## German Iris

The memory of the "Blue Flag" of the old-time gardens is one ever sweet to those whose lives were lived in such surroundings, and while the "modern" Irises, if we may use the term, will remind one of the old days; they too, like everything else these days, have yielded to the influence of improvement. Hardy everywhere and permanent, growing larger year after year.

**LOHENGRIIN**—Foliage and flowers immense, of a deep violet mauve, almost pink.

**CELESTE**—Pure celestial blue throughout, shading to porcelain; large open flowers.

**CHAS. DICKENS**—Stands light violet; falls indigo with white base.

**CHARLOTTE PATTI**—Stands golden, falls light yellow, veined white.

**DARIUS**—Stands, lemon yellow; falls light yellow, blotched and marbled with rosy lilac.

**DONNA MARIE**—Stands, azure; falls, indigo, white base, veined with indigo.

**DR. PARNET**—Stands, soft rosy lilac; falls, pure lilac shading to white.

**H. CRAMER**—Stands, deep celestial blue; falls, pure Yale blue; tall habit; blooms early.

**QUEEN OF MAY**—Stands, bright rosy lilac; falls, a shade darker. Showy.

**REBECCA**—Stands, golden yellow; falls, mahogany brown.

Price Iris: Strong plants, 20 cents each; 3 for 50 cents; set of 10 varieties above, \$1.50 postpaid.



German Iris



**Nebraska** "The roses I have from you are the talk of the town, some bring flowers five inches across. I can not express my thankfulness in having become acquainted with your firm."  
—Eugene F. Filsey, Vesta, Nebraska.

FIVE INCHES ACROSS



## THE BEST CHRYSANTHEMUMS

No. 1  
Harvard  
No. 2  
White  
Chieftain  
No. 3—Yellow  
Bonaffon

## Heller's Hardy Chrysanthemums

After roses, Chrysanthemums are our leading specialty. These wonderful autumn flowering varieties have fairly leaped into popularity in the past few years. Our collection has given us a national reputation for the finest in America. There is nothing so easily grown. In autumn when flowering plants are scarce they make a magnificent show, blooming in early September and continuing until severe cold weather in December; they produce their gorgeous flowers in lavish abundance and grow to perfection in ordinary soil with a fair amount of sunshine. If large, specimen blooms are wanted pinch off the buds, except the ones you want to develop. Can be grown to perfection in pots for winter blooming indoors. Hardy with protection except in extreme cold climates.

### Pompon Chrysanthemums

These are entirely hardy and produce hundreds of medium size, perfectly double flowers, making an excellent show. Last until late in the autumn.  
Klondike. Gorgeous yellow; free blooming.  
Fairy Queen. Clear rose-pink, of medium size.  
Mrs. Buckingham. Single, rosy pink.  
Diana. The best pure white; late.  
Frau Beu. Fine new glorious bronze yellow.  
Golden Feather. Grand new golden yellow.

No. 1—Harvard. Magnificent deep crimson.  
Chas. Rager. Large incurved, white.  
Smith's Advance. Best and first in earliness; habit incurved, beautiful lavender pink.  
Unake. Grand incurved, beautiful lavender-pink.  
Chrysolora. One of the best yellow, fine, incurved form with perfect stem and foliage.  
Betsy Ross. Mid-season to late incurved, white.  
Robert Halliday. Beautiful true tree pink ball shape.  
No. 3—Yellow Bonaffon. Beautiful in form; bright yellow, standard of its color.  
No. 2—White Chieftain. Pure white, beautiful ball-shaped flowers; good in every way.  
Pacific Supreme. Extremely large, rich pink.  
Golden Glory. Bright golden yellow, immense perfect flowers, early. Superb.  
Roman Gold. Superb, early, yellow, perfect.  
Golden Glow. Clear golden yellow, velvety finish, enormous flowers. Earliest of all.  
Oconto. Grand white, large, perfect in form.  
Improved Chieftain. Beautiful incurved, pink.  
C. C. Pollworth. Choice early yellow incurved.  
Dr. Enguehard. Beautiful shining pink. Ball shaped.

Price of all Chrysanthemums on this page:  
Strong plants, 15c each, any 4 for 50c; \$1.50 per dozen, postpaid.

### "GLORIOUS SET" OF FOUR Superb Chrysanthemums

For 50 cents we will send postpaid the following Four Superb Chrysanthemums; Harvard, red; Unake, pink; Golden Glory, yellow; and Smith's Advance, white—four in all, for only

**50c** POST  
PAID



## Vermont

"I wish to thank you for the nice bushes sent me two weeks ago. I fully realize you sent me many much larger bushes than my order called for."—Dr. H. E. Bristol, Bennington, Vermont.

EXTRA VALUE SENT



New Everblooming Hydrangea

## California Privet

The One Best Hedge Plant Combining Beauty, Hardiness and Efficiency.

California Privet has long been recognized as the one very best plant for Hedge purposes, as it is remarkable for its beautiful, dark green, glossy foliage, its quick, strong and symmetrical growth, its freedom from insects and scale, and its ability to withstand pruning and trimming into any desired shape.

For many years we have made a specialty of growing California Privet for Hedges, and our stock cannot be surpassed anywhere. It is strong, thrifty and in the best of shape for transplanting. Each one a specimen plant. We have it in all sizes, from one-year-old plants to large vigorous bushes which can be used with telling effect in the formation of an immediate hedge. These large plants are the most economical to buy for with them the tedious years of waiting for the hedge to grow will be avoided.

First size, strong, 12 to 14 inches, 6 for 50c, postpaid; \$6.00 per 100 by express. Second size, 2 to 3 feet, 4 for 50c, postpaid; \$10.00 per 100, by express or freight at purchaser's expense. (Orders for 50 filled at 100 rates.)

**BERBERIS THUNBERGI** (Barberry). Grows 3 to 4 feet high; small, perfectly shaped, rich green leaves, turning in autumn to bright scarlet. Flowers a delicate shade of coppery yellow, followed by beautiful, brilliant red berries, clinging all winter.

Price, first size plants, 20c ea., 6 for \$1.00, postpaid; \$12.00 per 100 by express; larger plants 50c each, \$5.50 per dozen, post paid; \$35.00 per 100, express or freight. (50 at 100 rates.)

## Hardy Shrubs for Permanent Planting

They are absolutely hardy, and, once planted, last indefinitely, increasing in size and beauty year after year. For cold climate where hardy plants are needed, they stand without an equal. Planted in clumps, masses or used for hedges, screens, or for filling unsightly corners, they make a glorious show. They supply that certain something which is lacking in every yard where hardy shrubbery is not planted. We recommend a liberal planting of this class of plants. They last a lifetime and are sure to give splendid satisfaction. Some varieties, such as Hydrangea, Snowball, Weigelas, Deutzias, require pruning in early spring before new growth starts. Here with us it is done in late February or early March each season.

## Hydrangea Arborescens Grandiflora

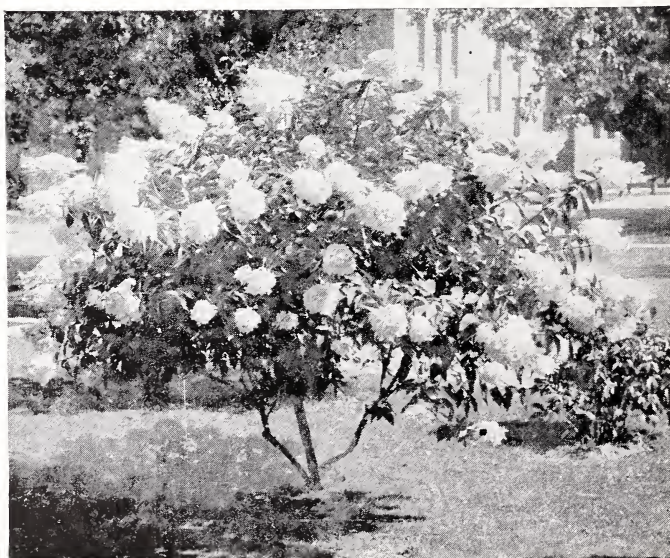
The New Everblooming Hydrangea is, as its name implies, constantly in bloom from early in June until frost, and is one of the most important additions in the way of hardy shrubs ever introduced. All summer long it bears great clusters of white flowers, much like the tender Hydrangea in size and form; it will grow to perfection in partial shade, making it most valuable for massing under trees or growing on north side of house. Bright green foliage. Hardy everywhere.

Price, strong vigorous plants, well rooted, 50c each, 6 for \$2.50, postpaid; larger, field-grown plants, with several branches, fine roots, \$1.00 each, \$10.00 doz., postpaid.

## Hydrangea Paniculata Grandiflora

They are extensively used for yard, lawn and hedge planting and for screens. Attains a height of 5 to 7 feet; hardy in all localities; blooms the first and every season in July and August, and continues in bloom for two or three months; the flowers are massive, cone shaped, often measuring 10 inches in length, and have a pleasing variation of color, changing from original pure white to pink, and finally to beautiful, rich, coppery-red. Well rooted, field-grown plants.

Prices, one-year-old plants, 40c each; 3 for \$1.00 postpaid; strong, two-year old, field grown blooming plants, 85c each, by express; heavy field-grown three-year plants, \$1.00 each, by express.



Hydrangea Paniculata Grandiflora



**Bahama Islands** "The 'Columbia' rose plants I ordered of you last, came the long distance as tho you had just passed them over the fence. Already I have had some wonderful blooms."—W. W. Antonio, Nassau, Bahamas.

AS IF PASSED OVER FENCE

## HARDY SHRUBS—Continued

### Double Japan Snowball

(*Virburnum Plicatum*)

Blooms in early June, when the whole bush is loaded down with great, compact balls of pure white, double flowers. They are borne in such profusion that the entire plant appears one dense mass of bloom; the tree grows erect and bushy 6 to 8 feet high, with deep green leaves peculiarly crimped and crinkled. Wonderously beautiful. Price, field-grown plants one-year size, 40c each, 3 for \$1.00, postpaid; two-year size, 75c each; three-year size, \$1.00 each, by express.

### Deutzias

Valuable self-sustaining shrubs which vary considerably in height and habit, but bloom alike in dainty bell or tassel-shaped flowers borne thickly in wreaths along their branches, in June. The taller sorts are useful for specimens, groups, and the background of shrubberies; the dwarfers, for borders or for planting near the house.

**CRENATA.** 4 to 6 feet; double white, tinted rose.

**FORTUNEI.** 4 to 6 feet; pure white.

**GRACILIS.** 2 to 2½ feet. Drooping, snow-white.

**PRIDE OF ROCHESTER.** 4 to 6 feet. Pure white, with a faint blush.

**LEMONINEI.** 2 to 3 ft. New, immense. Purest white

### Weigelas

Beautiful shrubs that bloom in May, June and July. The flowers are produced in so great profusion as almost entirely to hide the foliage.

**CANDIDA.** Snow-white flowers; late June.

**LAVELLEI.** Deep red flowers; beautiful.

**ROSEA.** Flowers are large and of a deep rosy color.

**VARIEGATED LEAF.** Green leaves margined pure white.

Price of all Deutzias, Weigelas, Spireas: One-year old size, 35c each; any 3 for \$1.00, postpaid; two-year-old size, 75c each; \$8.50 dozen, by express; three-year old size, \$1.00 each; \$10.00 per dozen by express at purchaser's expense.



Double Japan Snowball in full bloom

### Spireas, Meadow Sweet

All the Spireas bloom with a riotous extravagance which makes them quite striking. Their individual style, color and habits of growth differ so markedly that a collection of varieties will insure bloom the entire season.

**CALLOSA ALBA.** Dwarf white-flowered variety.

**PRUNIFOLIA** (Bridal Wreath) Double white.

**REEVESII.** Single, pure white; blooms latter part of May; attains a height of 4 to 6 feet.

**VAN HOUTTEI.** The bushes form compact clumps. Pure white flowers, borne in great masses.

**PERPETUAL BLOOMING CRIMSON SPIREA.**

**ANTHONY WATERER.**—Makes a low, compact bush, 15 to 18 in. high. Large heads, deep crimson flowers.



Spirea Van Houttei

### Hardy Climbing

#### Vines

#### CLEMATIS PANICULATA.

The flowers are pure white and are borne in great panicles or clusters of bloom, fairly covering the plants, so that it is a mass or sheet of fleecy white with an exquisite fragrance. It begins to bloom late in August the first year. Hardy in all sections of the country. Strong plants in pots, 25c each. Strong two-year-old field-grown plants 50c each, postpaid.

**WISTARIA MAGNIFICA.** The finest Wistaria of its color now known. Extremely vigorous, growing 30 to 40 feet in one season when well established. The flowers are pale lilac, and the immense clusters of drooping racemes, which measure 12 to 18 inches in length, are deliciously fragrant. 25c each, 5 for \$1.00 postpaid.

**WISTARIA ALBA.** Pure white. 25c each, 5 for \$1.00, postpaid

**ENGLISH IVY.** A splendid evergreen climber, with dark glossy green leaves; clings firmly to stone, brick or wood walls without trellis or support. 25c each, 5 for \$1.00, postpaid.



## West Virginia

"I have never seen a more beautiful rose than Jeannette Heller. Last year it bloomed from June until late in October, and seemed to be more healthy and freer from insects than any other roses I have."—C. A. Pearson, Bluefield, West Virginia.

JEANNETTE IS BEAUTIFUL



Heller's Superb Gladiolus

## Fragrant Tuberoses

**DWARF EXCELSIOR PEARL**—Flowers pure white, very double, of immense size and sweetly scented. 5c each, 50c per dozen, postpaid.

**ORANGE-FLOWERED**—Bears snow-white flowers. 7c each, 75c per dozen, postpaid.

**NEW VARIEGATED-LEAVED**—The leaves are bordered with white; large, white flowered. 7c each, 75c per dozen.

## Special Offer

We send, postpaid, six Excelsior Pearl Tuberoses, three Orange-flowered and three New Variegated-leaved—twelve in all—for 50c.

## Giant Persian Cyclamen

The most beautiful and decorative of all pot plants. The foliage is dark olive-green, beautifully variegated with silver and rose. The fairy-like flowers are carried on long stems, produced for several successive months. The flowers, which are of odd form embrace every delightful shade of color and are a distinctive feature of this handsome house plant. We offer splendid strong plants in all colors, white, rose, crimson or salmon. Our selection, at 50c each, 3 for \$1.25, postpaid.

## Charming Gladioli

The Gladioli are growing more popular each year, both blooming in the garden and for use as a cut flower. Our list is not large, but comprises the very best varieties, all guaranteed to bloom this year. Our bulbs are not the usual one-year size too often sent out at low prices, but large, healthy, sure-to-bloom, two and three year-old bulbs, full of life and vitality and ready to start growing as soon as planted. All Gladioli are sent by mail, postpaid, at the prices mentioned. Selected from hundreds of the best varieties. In size of flowers, blooming quality and diversity of color, none will compare with these.

Price of named varieties, 15c each; \$1.50 per dozen postpaid.

**AMERICA**—The most beautiful variety in cultivation. Soft flesh-pink, slightly tinged with lavender.

**AUGUSTA**—Pure white; blue anthers.

**BARON HULOT**—Rich, royal violet-blue. This, when cut in combination with one of the yellow varieties, is truly exquisite.

**ATTRACTION**—Deep, dark crimson-pink with large pure white center free from mottling.

**BRENCHELYENSIS**—Bright, scarlet-vermilion.

**HALLEY**—Salmon-pink, immense size, early.

**INDEPENDENCE**—Color varies from deep rose pink to orange-scarlet.

**CRACKERJACK**—Rich, velvety red.

**KLONDYKE**—A clear yellow, with a vivid crimson-maroon blotch in throat; splendid grower.

**VICTORY**—Clear sulphur-yellow, the ends of the petals slightly suffused pink.

**MRS. FRANCIS KING**—A striking shade or light scarlet of flame color; one of the most effective.

**PRINCEPS**—Brilliant scarlet-crimson, with three broad white blotches on lower petals.

**Superfine Mixture** All colors Gladioli, large bulbs sure to bloom, 50c dozen, \$3.50 per 100, postpaid.

**Special Offer** One each of the entire set of the 12 splendid Gladioli, in strong, sure-to bloom bulbs \$1.50, postpaid; single varieties, 15c each, \$1.50 per dozen, postpaid.



Giant Persian Cyclamen



**Japan** "Of 23 Rose plants shipped me all except 3 arrived in good condition. Your special care in packing plants is much better than I expected. I am looking forward to having fine flowers."—Ichiji Ito, Tokyo, Japan.

**WE SHIP EVERYWHERE SAFELY**



A Bed of Heller's Large Flowering Canna Lilies

## Heller's Wonderful Canna Lilies

We offer these popular flowering foliage plants in started pot-plants only. Our collection is the best of all Cannas now in cultivation. No one need go outside of this list to procure the last word in Canna Lilies. Wherever a gorgeous effect is wanted there is nothing to equal the Cannas; with their magnificent banana-like foliage they impart a tropical aspect to the lawn or garden and there is no plant to compete with them wherever luxuriant, gorgeous effects are wanted. The foliage of itself is majestic, while the flowers come in immense heads and throughout the entire summer they are a blaze of glory. Dig and store away during winter in a frost-proof cellar.

Price on all Cannas, except where noted, strong, thrifty pot-plants, 25c each, 6 for \$1.25, \$2.50 per dozen, postpaid.

**PRESIDENT**—Considered by all to be the best red variety yet introduced. Produces immense heads of glowing crimson flowers, 7 inches across the open bloom, on strong, erect stalks well above the foliage; 4 feet in height.

**PANAMA**—The unusual color marking of this new Canna is its attractive feature. The orange-red petals are bordered with a broad edge of golden-yellow. Flowers large and overlapping. Free bloomer.

**KING HUMBERT**—A glorious Canna. The finest we have even seen. Grows to a height of about 5 feet. Immense dark bronze foliage with great heads of orange-scarlet flowers, striped crimson.

**WINTZER'S COLOSSAL**—4 feet. The gorgeous, vivid scarlet blooms produced all summer long. Blooms retain their color during the hottest weather.

**YELLOW KING HUMBERT**—4 feet. A sport from the bronze foliage variety of the same name, pure white, having faint dots of flesh pink on the petals, but produces a snow white effect. Vigorous grower and free bloomer.

**EUREKA**—Height, 4 feet. Flower, 6 inches across, with rounded petals 2½ inches broad, of pure white having faint dots of flesh pink on the petals, but produces a snow white effect. Vigorous grower and free bloomer.

**METEOR**—A brilliant new crimson Canna of unusual merit. Green foliage, massive blooms.

**MRS. ALFRED F. CONARD**—4 feet. One of the latest introductions. Color a beautiful shade of salmon-pink. Flowers of immense size. Producing blooms so freely as to make a continuous show for several months.

**AMERICAN BEAUTY**—Height, 5 feet. Said to be the richest colored Canna known, a velvety carmine cerise. With its large flower heads is unusually attractive. Every stalk produces two heads of bloom well above the soft green foliage.

**CHARLES HENDERSON**—Brilliant crimson, 5 feet.

**MRS. KATE GRAY**—Giant flowering, deep orange shaded crimson, dotted yellow, 6 feet.

**GIGANTEA**—Tall growing, bronze foliage, medium crimson flowers.

**NEW YORK**—Giant scarlet, foliage plum color, 5 feet.

**WYOMING**—Orange, immense, 7 feet.

**ALPHONSE BOUVIER**—Beautiful wine red, distinct, 5 feet.

**RICHARD WALLACE**—Canary yellow, 5 feet.

## Special Bargain Offers

### Canna Bed No. 26

FOR CIRCULAR BED 4 FEET ACROSS

- 1 Red for center.
- 6 Yellow for circle or 7 one color, postpaid, \$1.00.

### Canna Bed No. 27

FOR CIRCULAR BED 10 FEET ACROSS

- 1 Red foliage for center.
- 6 Crimson for first circle.
- 12 Scarlet for second circle.
- 18 Yellow for third circle, or 37 all one color if desired. Postpaid, \$5.00.

# WHAT 50 CENTS WILL BUY!

**Greatest Value for the Money Ever Offered**

**We Send Out only the Highest Grade in Every Collection**

The following wonderful low-priced Collections (50 cents each) are made up and offered to our friends for the purpose of having them enjoy the pleasure of growing some of the remarkable Roses and other plants listed in our book, "The Roses of New Castle." The plants and bulbs in these collections are not cheap stock, except in price—the quality is the same as that of all the stock sent out by us, and each collection is sent with our usual guarantee that they shall reach you safely anywhere in the U. S. A. proper. Sent by parcel post, postage paid. Don't fail to include some of these great bargains in your order.

## **Please Order by Collection Number**

|                          |   |
|--------------------------|---|
| <b>Collection No. 1</b>  | <b>For 50c cents</b> we will send 4 splendid new Hardy Everblooming Tea Roses.  |
| <b>Collection No. 2</b>  | <b>For 50 cents</b> we will send 3 Hardy Hybrid Tea Roses.  |
| <b>Collection No. 3</b>  | <b>For 50 cents</b> , we will send two Hardy Everblooming bush roses and two Hardy Climbing Roses, no two alike.                      |
| <b>Collection No. 4</b>  | <b>For 50 cents</b> , we will send 3 choice Geraniums, both single and double, fine varieties.  |
| <b>Collection No. 5</b>  | <b>For 50 cents</b> , we will send 4 choice Ferns, all different.   |
| <b>Collection No. 6</b>  | <b>For 50 cents</b> , we will send 4 splendid new Chrysanthemums, the leading kinds, all different.                                   |
| <b>Collection No. 7</b>  | <b>For 50 cents</b> , we will send 3 elegant canna plants,  |
| <b>Collection No. 8</b>  | <b>For 50 cents</b> , we will send 4 extra-fine Carnation plants, best varieties.   |
| <b>Collection No. 9</b>  | <b>For 50 cents</b> , we will send one Phlox, two German Iris, strong plants, leading varieties.                                      |
| <b>Collection No. 10</b> | <b>For 50 cents</b> , we will send one Chrysanthemum, one Canna, one Carnation and one Fern.  |
| <b>Collection No. 11</b> | <b>For 50 cents</b> , we will send 1 Asparagus Sprengeri, 1 Asparagus Plumosus Nanus, 1 Geranium, 1 Fern best varieties, all labeled. |
| <b>Collection No. 12</b> | <b>For 50 cents</b> , we will send 10 fine Tuberoses Bulbs—5 Excelsior Pearl, 3 Orange-flowered and 2 New variegated-leaved.          |
| <b>Collection No. 13</b> | <b>For 50 cents</b> , we will send 12 new and rare Gladioli, including our best kinds.  |
| <b>Collection No. 14</b> | <b>For 50 cents</b> we will send 3 splendid Dahlia bulbs all different.   |

**In all orders for four or more of these collections we will add a strong, vigorous plant of our world-famous Rose, Jeannette Heller, FREE.**

Do not fail to take advantage of these remarkable Collections—you will be delighted with them. They will give you untold pleasure and satisfaction.

**All Collections Sent Postpaid, with Safe Arrival and Satisfaction Guaranteed**

## **PRACTICAL GARDEN BOOKS**

**GARDEN GUIDE**—How to plant and maintain the home grounds. Vegetables and flowers, 336 pages, profusely illustrated. Postpaid, paper cover, \$1.00; cloth cover, \$1.65.

**MILADY'S HOUSE PLANTS**—With the aid of this book anyone can have a fine collection of blooming plants to add cheer and beauty to the home during the fall and winter months. Postpaid, paper cover 90c; cloth cover, \$1.10.

**PRACTICAL LANDSCAPE GARDENING**—

The result of twenty years of practical experience. Containing sketches, plants, etc. Postpaid, cloth cover, \$2.65.

**PRACTICAL FLORICULTURE**—The new and revised. \$1.75, postpaid.

**COMMERCIAL ROSE CULTURE** (by Eber Holmes)—A fine work. \$2.50, postpaid.

**GARDENING FOR PLEASURE**—Especially written for amateurs, 404 pages. Illustrated. Price, \$2.25, postpaid.

Before laying this book aside, make up your order. This is the time to start a rose garden. These magnificent rose plants have been grown for you. This is no experiment, for, with ordinary garden soil, you will succeed. Order early, order now, time is slipping by. Have no hesitation, for we stand back of these goods and guarantee that they must be satisfactory to you, no matter where you live in the U. S. A. proper, when they arrive. Over 200,000 satisfied buyers can and do testify to the fact that our famous "Roses of New Castle" all on their own roots, pot-grown, ready-to-plant kind, are the best Rose plants grown on this continent and, their splendid quality considered, they are by far the cheapest.



# “Superb Collection” Chrysanthemums

## Eight Magnificent Varieties 75c



A Heller Chrysanthemum from a recent photo

Chrysanthemums are among the most popular of all flowers for the garden. These plants may be termed practically hardy, as they withstand the severest winters. Their flowers are magnificent in form and immense in size. They bloom in Autumn when all other flowers are gone. Easy to handle and sure to grow and bloom.

**Harvard**—Magnificent deep crimson.

**Golden Glow**—Clear golden yellow, velvety finish, enormous flowers.

**Improved Chieftain**—Beautiful; incurved; pink.

**White Chieftain**—Pure white beautiful ball-shaped flowers.

**Chrysolora**—One of the best yellows; fine incurved form, with perfect stem and foliage.

**Smith's Imperial**—Midseason; pure white, dwarf habit, incurved.

**Golden Glory**—Bright golden yellow, immense, perfect flowers, early, superb.

**Pacific Supreme**—Pink, large. “Mums” described above, prepaid,

**Special Offer** One each of the eight magnificent for 75c.

PLEASE ORDER AS “SUPERB COLLECTION.”

## “Pompon” Set of “Mums”

Extremely hardy, each plant producing thousands of miniature, perfectly double flowers. Showy in the extreme. Excellent for cutting. Last until frost cuts them down.

**Klondike**—Gorgeous bronze-yellow.

**Mrs. Buckingham**—Single, rosy pink.

**Golden Feather**—Beautiful Golden yellow.

**Diana**—The best pure white.

**Special Offer**

One each of the above four Pompon “Mums” for 50c, prepaid.

**Four for 50c**

PLEASE ORDER AS “POMPON SET”

### **HINTS ON GROWING CHRYSANTHEMUMS**

Chrysanthemums are of a very hardy nature, and may be set out from early spring clear up until cold weather. This applies to the colder sections of the country. In temperate climates, they may be planted out doors at any time. They are among the most useful and ornamental of all out door plants, and have come into tremendous popularity. They are a specialty with us and next to roses are our leading flowering plants.

Plant in good rich garden soil, and do not over water but keep them moist to the bottom of the roots. Give good drainage by digging the soil deep. After the plants develop, enrich them with a good standard fertilizer such as Walker's Plant Food offered elsewhere in this book; also mulch around the plants with well rotted manure.

When flower buds appear, give them plenty of food. If you want extra large flowers, pinch off small buds, leaving the strength go into the remaining ones.

For insects use Sulpho-Tobacco Soap, offered elsewhere in this book, spraying the plants with this solution.

Mulch heavily during the winter. In extremely cold climates the clumps may be brought in and stored over the winter in a cool, dark cellar, then plant them out again early in Spring.



A vase of Mrs. Buckingham from a recent photo

## "Jeannette Heller Collection" of Roses

Every year we receive hundreds of letters asking us to name a collection of roses—of best kinds for general garden culture. In our vast collection the ten varieties named below are, in our opinion, among the best garden roses for all sections of the country. Hardiness, vigorous growth, freedom of bloom, color and beauty of flower, make them a most desirable collection for amateur planting. They will bloom with the utmost freedom this year, and all are bush roses except the great Paul's Scarlet, a climber, which comes into bloom the second year. No two alike. In this collection we include our magnificent Jeannette Heller, the one best garden rose in America. All labeled. Safe arrival guaranteed to any point in the United States proper.

PLEASE ORDER AS THE JEANNETTE HELLER COLLECTION

### 10 WONDERFUL HELLER ROSES POSTPAID FOR \$1.75



The famous Jeannette Heller Bush Rose

**JEANNETTE HELLER.** An exquisite blending of pink and cream color. Extra strong, hardy and vigorous.

**VICTOR.** Beautiful, large full flowers of great depth and richness; produced on long, stiff stems. Fragrance enchanting; color rich, deep pink.

**MRS. B. R. CANT.** Handsome crimson pink Rose of fine form and fragrance. Exceedingly hardy and everblooming.

**GRUSS AN TEPLITZ.** One of the most brilliant of all deep crimson Roses. A great garden Rose.

**KAISERIN AUGUSTA VICTORIA.** The handsomest of all cream white Roses. Very hardy and constantly in bloom.

**PAUL'S SCARLET CLIMBER.** Produced in immense clusters. Flaming scarlet. Strong vigorous climber; hardy everywhere.

**ETOILE DE LYON.** Strong-growing, healthy and wonderfully free blooming. Magnificent golden yellow.

**PRINCE E. C. d'ARENBERG.** Vigorous as an oak. Superbly formed flowers, bright scarlet, shaded maroon; always in bloom. A real garden Rose.

**BRIDESMAID.** A most beautiful, fragrant pink Rose. A splendid grower. Massive flowers on long, stiff, heavy shoots. Color brilliant, sparkling shell pink. Superb.

**THE BRIDE.** So well known, needs no description. A queen among white Roses. Superb flowers of immense size. Fragrance delicious.

Full description of all these Roses will be found elsewhere in this book. See Index, page 47.

**Special Offer** One each strong, vigorous, first size plants, of the 10 superb Roses offered above, postpaid, for \$1.75. The complete set in strong, two-year-old plants, on own roots, 10 in all, \$6. by express; \$7 by parcel post. The 10 varieties in lusty, star-size plants, \$10 by express.

#### "JEANNETTE" QUEEN OF ALL!

*"This has been my rose year, and I want to thank you for my success. I have over five dozen of your Roses in my front yard, planted this year, and have seen no others anywhere to compare with them. The highest compliments have been from the highest authorities. The Jeannette Heller is queen of all Roses. For every dollar I have paid you I have received a hundred in gratification. When I first read your catalogue I thought you were talking pretty strong. Now I think it is not strong enough."* Very truly yours, F. D. Hooton, Washington, D. C.



"The Trial Collection of Roses was received in fine condition. The plants were set out when the temperature was 105 in the shade. Some of the plants are in bud now. All are doing fine."—Mrs. A. W. Leach, Stoneham, Colorado.

Great  
Yellow  
Bush Rose  
Alexander  
Hill Gray

8  
ROSES

## Great "Trial Collection"

Sent Anywhere for \$1.00

12½c  
EACH

The best value ever offered for the money and the greatest sale of Rose plants in all history. Nearly a million plants sold in this marvelous collection up to date! Ours is the greatest stock of high grade Rose plants on their own roots in America. Our list includes the finest of the world's productions. All inferior varieties are discarded. Many superb varieties are practically unknown; they find prominence and favor through this popular collection. White, pink, red, yellow—every tint and shade—beautiful climbing Roses—rare Roses of every kind are included, our selection—strong, sturdy plants sure to grow and just as sure to bloom—8 plants in all, each one carefully labeled and packed, sent postpaid anywhere in the 48 States of America—all for \$1.00 or 12½c each! Do you want a complete Rose garden? Here it is! An immense output alone makes this wonderful offer possible. Our selection, sent postpaid to any address in U. S. A., safe arrival guaranteed.

**8** Strong, Hardy, Everblooming Rose Plants, includes the famous Excelsa Climbing Rose, Pink Maman Cochet and the greatest of all Yellow Garden, bush Roses, A. H. Gray, illustrated above

**\$1**

We will include in the "Trial Collection" one Excelsa, a sterling novelty—an Improved Climbing Crimson Rambler, Pink Maman Cochet, and the greatest of all Yellow Garden Bush Roses, A. H. Gray, illustrated above. These three Roses alone are almost worth the price of the entire collection.

PLEASE ORDER AS "TRIAL COLLECTION"

# How to Order - - Important - - Please Read

Prices, terms and conditions in this book cancel all previous prices and terms.

**TERMS CASH WITH ORDER.** Personal check, Post Office Money Order, Bank Draft, Express Money Order, Registered Letter, all may be sent at our risk. Stamps accepted in small amounts only. Goods shipped C. O. D. when one-half of total amount is remitted with order.

**PLEASE USE ORDER BLANK** and write name and address plainly. Write letters only when necessary and then on a separate sheet.

**ORDERING EARLY** is a very great mutual advantage. The clerical work in connection with your order can be done before the big rush comes on, thus insuring prompt shipment. All goods priced postpaid are usually sent by parcel post at our expense. All goods sent by express are shipped at purchaser's expense.

**ALL ORDERS SHIPPED IMMEDIATELY** upon receipt unless directed to the contrary. Orders can be reserved for future delivery if desired. If order is not acknowledged promptly, write us, giving full particulars.

**CANADIAN CUSTOMERS.** Canadian laws prohibit sending dormant Roses or Shrubs into Canada, except from March 15 to May 15, and from October 7 to December 7. All other goods, including our pot-grown Roses, from 3½-inch pots and smaller, grown under glass, are admitted at any time. Canadian shipments travel at purchaser's risk.

**FOREIGN ORDERS.** Twenty-five per cent extra should be added to orders going outside the United States proper to pay extra cost of packing and postage. To countries with which we have a parcel post, goods can be sent by mail.

**CHARACTER OF STOCK—HOW SENT.** All our Roses and other plants, except shrubs, are grown in large pots or crocks and when sent out are in full foliage ready to produce immediate results. All Rose plants are invariably on own roots. They are the best and the only kind which insures the success of the amateur planter. They are by far the best for the amateur or beginner as they do not throw up wild shoots from the roots as budded and grafted plants do, to the confusion of the beginner.

**PARCEL POST SHIPMENTS.** All first size Roses, Chrysanthemums, Geraniums, Carnations, Cannas, Peonies, etc., prepaid by parcel post at prices named, scientifically packed in damp moss, wrapped in water-proof paper. If so instructed we will ship first size plants, with soil on roots, by express charges collect, without additional cost per plant.

**EXPRESS SHIPMENTS.** When plants are sent by express we leave a goodly portion of the soil around the roots, a very decided advantage. With years of experience and scientific method of packing we send Rose plants safely all over the civilized world. Our Rose plants may be planted any time because they are always in full growth, and grown in a cool temperature in nature's own way. They are not forced in any way.

We reserve the right to substitute another variety of equal value for any variety the stock of which may be exhausted, unless we are instructed to the contrary.

To Whom It May Concern:—"Mr. P. J. Lynch, owner of Heller Bros. Company, stands high in the business community and does an extensive nation-wide business. We recommend him as an honorable upright business man whose guarantee may be relied upon at all times."

CITIZENS STATE BANK,  
New Castle, Indiana

## Different Sizes in Roses

As to which size Rose plant is most desirable depends largely upon how much money you wish to spend. All sizes are good and produce splendid results.

**FIRST SIZE ROSE PLANTS** will astonish you both in the growth they make and the abundance of flowers produced even the first year. For seventy-five years they have been produced and planted the world over, and are increasing in popularity year after year. They give splendid satisfaction. Sent by parcel post prepaid at prices named. Buy freely of this size plant. You will be wonderfully pleased with them. They grow everywhere and bloom in marvelous abundance. Pot-grown and in full foliage when sent out.

**TWO-YEAR-OLD SPECIMEN ROSE PLANTS,** such as we grow, are unexcelled in quality and blooming capacity, anywhere, regardless of price. Our plants are twice the size of many so-called two-year-old plants, and while the smaller size plants offered may serve a good purpose, they are not to be compared to our standard two-year-old plants. These great plants have made the "Roses of New Castle" famous the world over. Usually shipped by express with a goodly portion of this famous New Castle soil remaining around the roots. Sent prepaid by parcel post at a slightly additional cost as will be noted in the prices of them. Pot-grown and in full foliage when sent out.

**STAR SIZE ROSE PLANTS** are still larger than two-year-old plants and originated with us. Immense in size they are the last word in Rose growing. In size and marvelous blooming capacity they are the highest developed and most satisfactory Rose plants in America, irrespective of price. Usually sent by express, because of their large size.

## Our Guarantee

WE GUARANTEE SAFE ARRIVAL ANYWHERE IN THE U. S. A. PROPER. Because of conditions over which we have no control, all shipments to Canada, Colonies of the U. S. A. and foreign countries, travel at purchaser's risk. If express shipment should arrive in damaged condition, take the express company's receipt, stating that condition, and send receipt to us at once. Shipments by parcel post may be insured against damage and loss for 8 cents extra to be remitted with order. This will insure up to \$25 in value. This is cheap and desirable insurance.

**COMPLAINTS** as regards condition of shipment must be made within ten days after arrival of goods, otherwise we cannot entertain them. We give no guarantee, express or implied, as to quality or productiveness of any plants, bulbs or seeds we send out; and while we strive to have our plants true to name, we do not guarantee it. Soil and climatic conditions work changes in colors of many roses which no one can explain. Frau Karl Druschki, purest white rose, will sometimes come light pink. Jeannette Heller will appear almost pure yellow, then again almost white, again deep pink; flowers will be lacking in petalage—nature has her vagaries, but fortunately they are always beautiful. Soil conditions, wet or dry growing seasons, late frosts, improper care, lack of water, too much water, an unfavorable location—a dozen causes may be responsible for failures that do occur over which we have no control, hence we desire to make plain our responsibility and the terms under which our goods are sold. After delivery of goods to purchaser our responsibility ceases.

## Heller Brothers Company

P. J. Lynch, Owner. New Castle, Ind., U. S. A.



# Complete Index of Roses Offered

The demand for our famous Roses has reached enormous proportions, for the reasons that they are dependable, make a fine appearance and quickly yield an abundance of splendid flowers. All our Roses are pot-grown. We guarantee safe delivery of all goods to any post office or express office in the United States proper.

On this page we give a complete alphabetical list of all the Roses offered in this book, showing the class to which they belong, and the page on which they are described.

Abbreviations Used: Tea, Everblooming Teas; H.T., Hybrid Teas; B.C., Bourbon, Bengal and China; H.P., Hardy Hybrid Perpetuals; C.T., Climbing Teas; C.N., Climbing Noisette; H. C., Hardy Climbing; M., Moss; T.P., Tea Polyantha; Pern., Pernetiana; P., Polyantha, or Fairy; Rug., Rugosa; W., Wichuriana, or Memorial; C.H.T., Climbing Hybrid Teas; N., Noisette.

| Varieties                   | Class  | Page | Varieties                 | Class | Page  | Varieties                 | Class | Page |
|-----------------------------|--------|------|---------------------------|-------|-------|---------------------------|-------|------|
| Alberic Barbier.....        | H.C.   | 23   | F. J. Grootendorst.....   | H.P.  | 7     | Mrs. Aaron Ward.....      | H.T.  | 13   |
| Alex. Hill Gray.....        | Tea    | 18   | Fortune's Dbl. Yel.....   | H.M.  | 21    | Mrs. A. R. Waddell.....   | H.T.  | 13   |
| Amelia Gude.....            | H.T.   | 18   | Francis Scott Key.....    | H.T.  | 10    | Mrs. B. R. Cant.....      | Tea   | 27   |
| America.....                | H.T.   | 7    | Frau Karl Druschki.....   | H.P.  | 30    | Mrs. Chas. Russell.....   | H.T.  | 14   |
| American Beauty.....        | H.P.   | 9    | F. R. Patzer.....         | H.T.  | 19    | Mrs. Geo. Sawyer.....     | H.T.  | 26   |
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